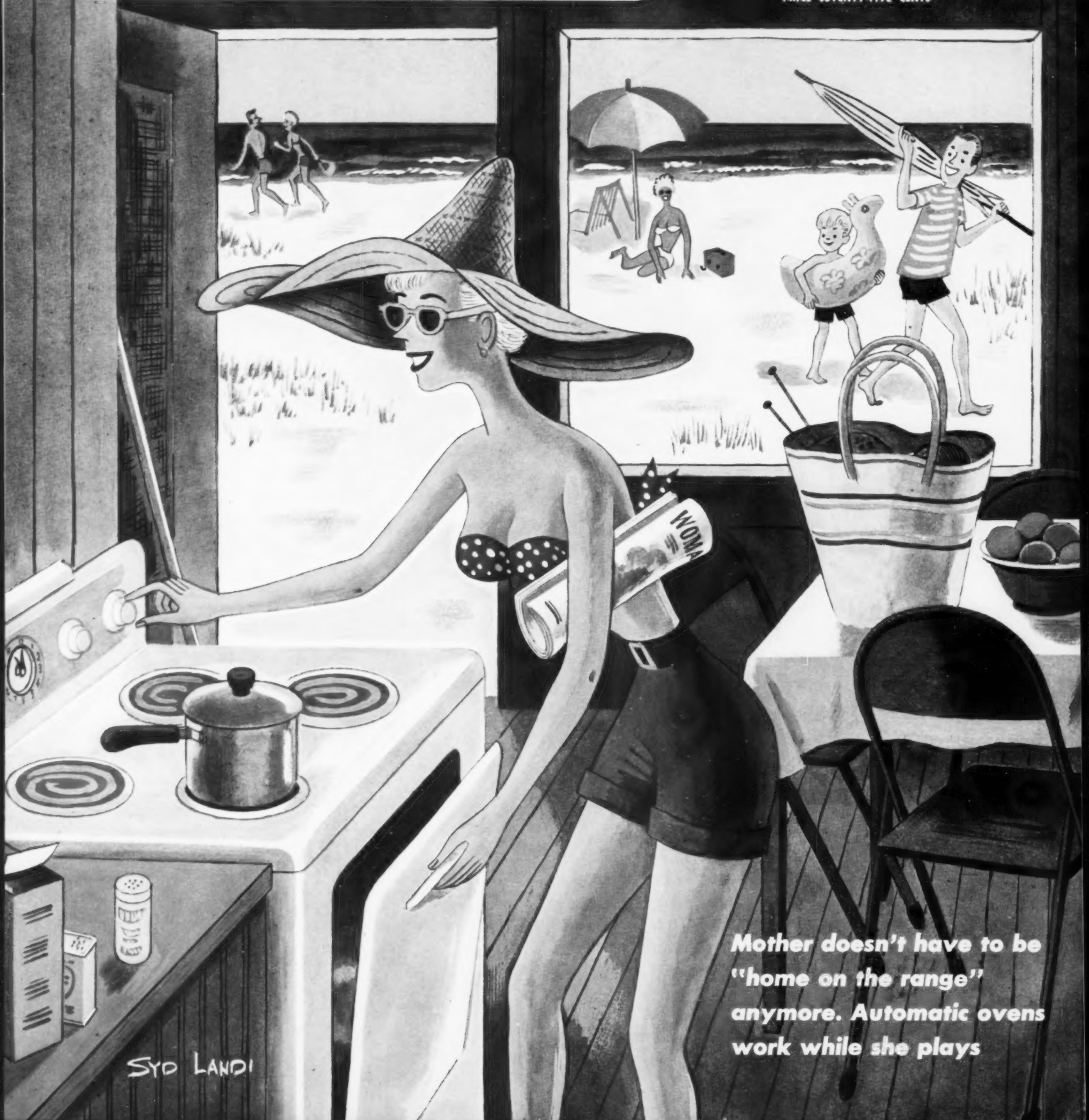


ELECTRICAL MERCHANDISING

A successful new plan for
SELLING APPLIANCES
TO UTILITY EMPLOYEES

AUGUST · 1954

McGraw-Hill Publishing Co., Inc.
PRICE SEVENTY-FIVE CENTS



*Mother doesn't have to be
"home on the range"
anymore. Automatic ovens
work while she plays*



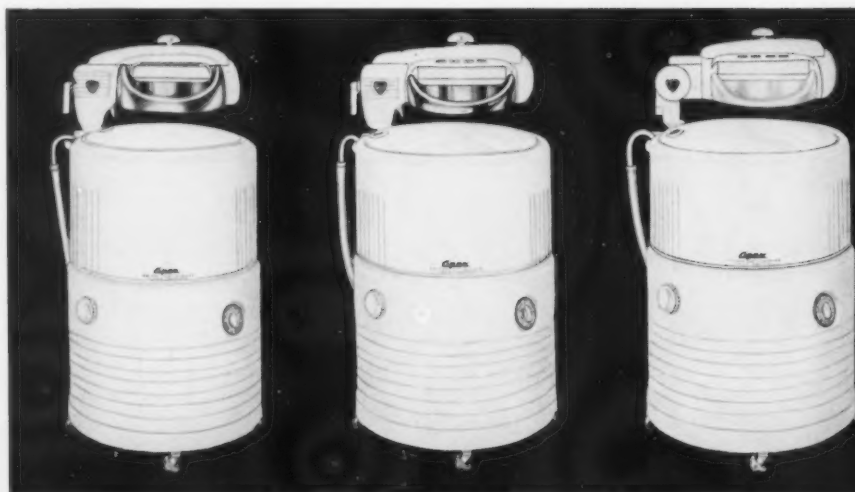
**Famous APEX Spiral Dasher...
plus Automatic Timing...give you
the greatest selling advantage
in the entire washer field!**

EVERY APEX SPIRAL DASHER WASHER HAS THESE QUALITY FEATURES

- Automatic Timer Control Dial
- World's Largest Capacity Tub
- Deluxe Apex Safety-Wringer
- Washes One-third Faster
- Fast Action Drain Pump
- Apex Heavy-Duty Motor
- Full One-Year Warranty
- Porcelain Tub With "Washboard" Sides



MODEL 1040-P Automatic-Timed
— with Apex-Lavell Instinctive Safety Wringer.
Features for feature... America's No. 1 Washer Buy!



MODEL 1041-P
Automatic-Timed—with
Extra Large capacity.

MODEL 1042-P
Automatic-Timed—Yet
moderately priced.

MODEL 1043-P
Automatic-Timed—
at amazing low price!

APEX HOUR-SAVING APPLIANCES The Apex Electrical Manufacturing Company • Cleveland 10, Ohio



ELECTRICAL MERCHANDISING

A MCGRAW-HILL PUBLICATION

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Vol. 86, No. 8



ELECTRICAL MERCHANDISING



August, 1954

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ATLANTA

"Betty's" got another BEST

It's Her New, Personally



512 PAGES ...
987 RECIPES ... ALL PRE-TESTED
by Julia Kiene at the famous
Westinghouse Home Economics Institute

the **BETTY FURNESS**
Westinghouse
COOK BOOK

PREPARED UNDER THE DIRECTION OF

Julia
Kiene

**SPEAKING OF
BEST SELLERS**



Frost-Free
Refrigerators



Cook-N-Fryer



Upright
Home Freezers



Steam or Dry
Irons



Upright and
Tank Cleaners



Roaster Oven

SELLER *FOR WESTINGHOUSE RETAILERS*

Edited Cook Book To Be Published About Oct. 1 for \$3⁵⁰

PRE-RELEASE EDITION OFFERED ONLY BY WESTINGHOUSE RETAILERS FOR

88¢

Nothing pulls women shoppers like . . .
(1) A new, recipe-loaded cook book, and
. . . (2) A bargain.

Here's *both* in one deal! Yes, a brand-new cook book backed by *four* famous names: Westinghouse; Betty Furness; Julia Kiene, Director of Westinghouse Home Economics Institute; and Simon and Schuster, publishers. *And*, it's offered to homemakers, in a complete, unabridged edition, for only 88¢ at Westinghouse re-

tailers only! The bookstore edition will sell for \$3.50 after October 1.

No woman can resist, no retailer can miss . . . with this best seller. So stock up now on this book, and cook up appliance sales for weeks to come. As usual, Westinghouse is providing its retailers with every possible tool to promote and *sell* it as another sure-fire traffic builder!

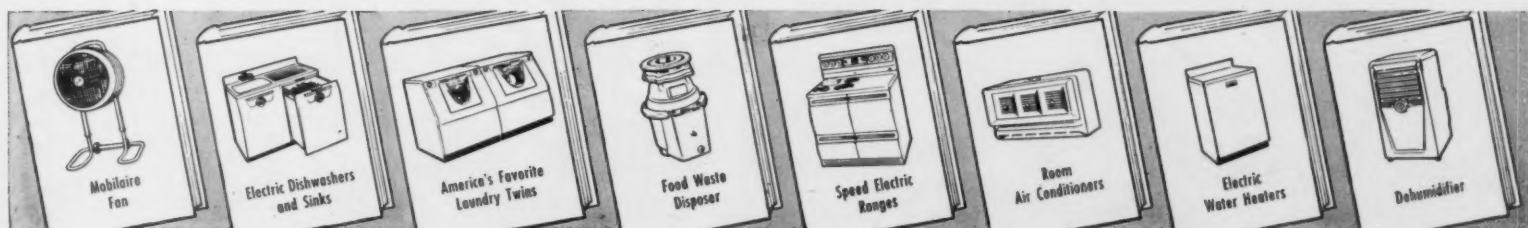
Westinghouse Electric Corporation,
Electric Appliance Division, Mansfield, O.

Like the ice tray and thermometer set Westinghouse and its retailers will promote this traffic-building cook book deal for all it's worth



Newspaper ads, *plus* special announcements by Betty Furness over WESTINGHOUSE STUDIO ONE . . . will spark this special advance price offer of the *Betty Furness Westinghouse Cook Book*. *Also* note how this special advertising is specially designed to whip up extra traffic for the new Westinghouse *Copper-Matched Range and Refrigerator*!

**YOU CAN BE SURE...IF IT'S
Westinghouse**



IN WATER HEATERS

There's
only
one

Permaglas®

and it's made by **A.O. Smith**
CORPORATION



Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE SHORT TREND
SALES , appliances, radio-TV (\$millions)	333	337	330	DOWN ↘
DEBT consumers owe on appli.-radio-TV (\$millions)	257	260	248	SMALLER ↘
FAILURES of appli.-radio-TV dealers	54	44	23	MORE ↗
RETAIL SALES total (\$billions)	14.0	14.2	14.4	DOWN ↘
DEPT. STORE sales index (1947-'49 = 100)	113	108	115	UP ↗
PERSONAL INCOME annual rate (\$billions)	285.2	284.4	286.3	UP ↗
LIVING COST index (1947-'49 = 100)	115.0	114.6	114.0	UP ↗
SAVINGS of consumers, annual rate (\$billions)	17.8	20.0	17.2	DOWN ↘
HOUSING starts (thousands)	106.0	110.0	111.4	DOWN ↘
AUTO output (thousands)	504.8	494.3	588.6	UP ↗
UNEMPLOYMENT (thousands)	3,347	3,305	1,562	WORSE ↗

(Sources, in order: Dept. of Commerce, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

Careful optimism reigned at the Atlantic City Housewares Show last month. Business had been good during the first six months of the year, manufacturers of brand name electric housewares said, and generally they expected this trend to continue during the final six months of the year. New product interest centered around the introduction of two relatively new appliances by several firms. One was the electric fry-pan, first introduced at the Chicago Show last winter. The other was a beverage brewer—a new product which produces hot water for use with the variety of instant coffees, teas and soups now on the market. The trend toward copper finishes, first apparent at Chicago last winter, continued to be evident during the Atlantic City Show. Prices remained steady.

Color television is bouncing back into the headlines again and it may stay there—and on your customer's minds—through the fall months. Color programming is to be stepped up enormously this fall by the networks and the plans the broadcasters are working on for "spectaculars" are enough to make even the skeptic look forward to watching the shows in color. On the other end of the picture, color tubes in larger sizes will be coming through during the fall months. CBS-Cytron was the first to begin mass production of big-screen color tubes and within 48 hours after it had showed its 205 square inch tube to the press last month Motorola was showing a set incorporating this tube and retailing for \$900. This price, incidentally, is far below what some competitors had expected would be possible with the picture tube alone costing manufacturers \$175. There will be more color news in the weeks ahead.

Meanwhile, despite talk of higher prices for black and white sets, the list prices continued to edge downward. Emerson and Motorola now have 17-inch models at \$130 and several firms have announced plans for \$100 sets. But several set makers including Emerson and Crosley warn that prices may have to begin edging upward to cover increased costs.

Adequate wiring is still making news. An industry-wide conference group charged with the coordination of sales and promotional programs met in New York last month, and agreed unanimously that all segments of the industry must step up the tempo of activities needed to "capitalize on the increasing public awareness of the need for adequate wiring." Particularly recommended by the group was local activity by electrical leagues and adequate wiring bureaus. Representatives of dealer, distributor, manufacturer, contractor and utility groups were on hand for the New York meeting which came up with these recommendations.

In New York City, Con Edison surveyed 8500 homes, found 78 percent of them were inadequately wired for the appliances they already have. About 42 percent of the group surveyed intended to buy additional heavy duty appliances (like air conditioners, broilers, dryers) but only 12 percent of the homes had the wiring capacity to carry the load.

The hi-fi boom is still growing. Manufacturers are expanding their lines in this category and placing considerably more emphasis behind these products. Although the seasonal trends in this field are still uncharted, it's generally agreed that popularly-priced hi-fi will be a natural for holiday trade. It's obvious that now's the time to select your merchandise and build up your merchandising operation on these instruments.

How realistically do dealers look at the potential for various products? That's a tough question to answer but an answer of sorts has been obtained by West Penn Power Co. Late last year the utility undertook a large scale study of its market and contacted both consumers and dealers in the process. In the survey findings, consumer intentions to buy are compared with dealer expectancies for sales. For each product in the following table, customer-buying

(Continued on page 6)

SELL AN AUTOMATIC IN *Every* HOME? **Why Not!**

Laundry Queen AUTOMATICS WITH Hydro-Poise



THE MASTERPIECE

America's finest. No other can compare. For those who want the very best. High profits!

THE DELUXE

More features! More profits! Full automatic performance.



THE ALL-AMERICAN

The automatic that's a terrific traffic builder and a good profit maker.



A Complete Line in Three Price Ranges

Superior performance, matchless beauty, finest value make Laundry Queen Automatics America's Number One profit line. With exclusive Hydro-Poise — Laundry Queen offers a terrific money-making opportunity. Get the details.

For all homes with or without running water

WRITE, WIRE
OR PHONE
DEL RIZOR
SALES MANAGER

Send details of Exclusive Laundry Queen
HYDRO-POISE* Franchise.

Dept. EM-8

Name _____

Address _____

City _____ State _____

AUTOMATIC WASHER CO. • NEWTON, IOWA

AN INDEPENDENT MANUFACTURER OF A
COMPLETE LINE OF HOME LAUNDRY EQUIPMENT

TRENDS continued

intentions have been set up as 100 percent of sales expectancy. Dealers came close to calling the turn on range sales, but they appear to be underestimating electric heater, dryer and freezer sales and seriously over-estimating gas appliance sales.

Product	Buying Intentions	Dealers Expect To Sell
Electric range	100%	99%
Electric water heater	100%	88%
Electric dryer	100%	65%
Freezer	100%	58%
Gas range	100%	769%
Gas water heater	100%	152%
Gas dryer	100%	114%

Americans are on the move and the appliance industry as well as furniture movers stand to benefit from this trend. That's obvious from newly released data compiled from the 1954 Survey of Consumer Finances conducted by the Federal Reserve in cooperation with the University of Michigan. Spending units who had resided

(Continued on page 8)

MANUFACTURERS' SALES

		1954 (Units)	1953 (Units)	% (Change)
DISHWASHERS	May	17,024	12,459	+36.64
	5 Mos.	74,871	67,795	+10.44
DRYERS, CLOTHES	May	26,533	32,867	-19.27
	5 Mos.	263,673	230,412	+14.44
FOOD WASTE DISPOSERS	May	32,198	23,380	+37.72
	5 Mos.	149,866	129,082	+16.10
FREEZERS	May	59,278	70,279	-15.01
	5 Mos.	275,750	440,098	-37.34
IRONERS	May	7,210	9,323	-22.66
	5 Mos.	39,623	86,452	-54.17
RADIOS, HOME	May	173,480	278,156	-37.63
	5 Mos.	1,086,921	1,771,894	-38.66
RADIOS, PORTABLE	May	174,735	204,065	-14.37
	5 Mos.	701,135	764,870	-8.33
RADIOS, AUTOMOBILE ..	May	316,519	497,379	-36.36
	5 Mos.	1,744,160	2,573,567	-32.23
RADIOS, CLOCK	May	57,370	129,391	-55.66
	5 Mos.	516,688	992,380	-47.93
RANGES	May	82,649	114,404	-27.76
	5 Mos.	502,310	587,896	-14.56
REFRIGERATORS	May	282,164	317,667	-11.18
	5 Mos.	1,571,928	1,837,318	-14.44
TELEVISION	May	396,287	481,936	-17.77
	5 Mos.	2,301,005	3,309,757	-30.48
VACUUM CLEANERS	May	209,434	252,404	-17.02
	5 Mos.	1,127,015	1,352,139	-16.65
WASHING MACHINES ...	May	246,944	286,515	-13.81
	5 Mos.	1,358,645	1,524,891	-10.90
WATER HEATERS	May	54,099	55,572	-2.65
	5 Mos.	254,348	277,499	-8.34

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; RADIO & TELEVISION—Industry Production Estimate by Radio-Electronics-Television Mfrs. Assn.; ALL OTHERS—NEMA Members, not Industry.



HOOVER Power Cleaning

gives you real
selling power!

New TV demonstration makes new Hoover sales! You hear a lot about power steering, power brakes and other power mechanisms these days. But maybe you never realized that Hoover, alone, offers *power cleaning*.

Garry Moore demonstrates it to 4,000,000 prospects—bi-weekly—on his CBS-TV show for Hoover. And you can demonstrate it just as easily, for fast and continuing sales.

Show your customers how easy it is to start and use the new Hoover Lark. For rugs—no complicated connections . . . no bending over, no bearing down, no dragging a tank around . . . no scrubbing back and forth.

For draperies, furnishings, floors—no awkwardness with tools, no wrestling with the exclusive Veriflex hose.

And no dust bag to empty!

Cleaning's really a lark with the new Hoover Lark. And Hoover "power cleaning" really sells! Try it on *your* customers!

The Hoover Company, North Canton, Ohio

USE THIS GARRY MOORE TECHNIQUE TO SELL MORE HOOVER "POWER" CLEANERS



"Look at all the manual labor," says Garry Moore, and the cameras catch his awkward position as he scrubs with a suction cleaner.



"This is power cleaning—I simply plug it in and turn it on and roll around the room. I don't have to put it together first.



"The new Hoover Lark beats as it sweeps as it cleans—to get that deep-down dirt which other cleaners leave embedded in the pile.



"Hoover gives easiest above-floor cleaning with the exclusive lightweight Veriflex hose that stretches and bends but never kinks."

WARD Antenna Rama

A DYNAMIC NEW CONCEPT

in the Manufacture and Marketing of TV Antennas,
Auto Radio Aerials
and Accessories

LENGTH OF EXPERIENCE

Ward electronic engineers have pioneered many important advances in TV and Radio communications—advances which have set the pattern for others.

HEIGHT OF QUALITY

Every TV and radio product which proudly bears the Ward name represents the finest material money can buy.

DEPTH OF PRICES

Whatever the budget may dictate, Ward offers the right answer with TV antennas, auto radio aerials and accessories at the right price... profitable for you, too.

BREADTH OF LINE

The new Ward line includes TV antennas, auto radio aerials, and accessories... engineered and styled for complete customer satisfaction.

LET SAM
WORK
FOR
YOU!

RANGE OF MODELS

That Ward dealers may best serve their patrons, Ward offers a wide selection of antennas and accessories to meet every need.



SALES PROMOTION

Eye catching displays, mailing pieces, catalog sheets.

ADVERTISING

National advertising plus local cooperation for you.

MERCHANDISING

Actual sales leads plus products and prices that make selling easy for Ward dealers.



WARD

PRODUCTS CORP.

Division of The Gabriel Company
1148 Euclid Ave., Cleveland 15, Ohio

Canadian Distributor: Atlas Radio Co., Ltd., Toronto, Canada

TRENDS continued

at a given address for less than two years bought household goods much more frequently than did those with longer periods of residency. In 1953 nearly one-third of the home owners who had acquired their homes within the past year spent \$500 or more on purchases of furniture or appliances. This trend was particularly marked for refrigerators and washing machines and was considerably less obvious on TV.

The 65 and over group is bigger, wealthier, and more inclined to spend its money than marketing experts had realized. That's the conclusion of a detailed story on the "Older and Sprightlier Market" published recently by *Business Week*. Sure evidence of the growing importance of the market is the fact that businessmen are slanting products and advertising toward the retired. Consider that:

...For the three years through early 1953 the formation of "primary households" was very nearly equal to the number formed by married couples. The Census Bureau defines a primary household as "household head living alone or with non-relatives only" and the Bureau says such households are formed largely by older people.

...*Lifetime Living*, a magazine aimed at the "mature" market found 45 percent of its subscribers plan to buy or build a house.

...Specialized products for the mature market are being developed. These products include easy to handle kitchen equipment, non-skid paints, etc.

Don't overemphasize this last point, however. While older folks do buy specialized products, they also buy almost everything that everybody else buys.

END

MANUFACTURERS' SALES

Electric Housewares — NEMA Members Only — Not Industry	4 Mos. 1954 (Units)	May 1954 (Units)	5 Mos. 1954 (Units)
BED COVERINGS	104,137	22,016	126,153
BLENDERS	72,073	11,859	83,932
COFFEE MAKERS	813,237	185,773	999,010*
CORN POPPERS	91,373	13,814	105,187
DEEP FAT FRYERS	104,338	20,888	125,226
HEATERS, PORTABLE:			
Convactor and Radiant.....	6,062	1,750	7,812
Fan-Forced Types.....	46,500	16,874	63,374
	52,562	18,624	71,186
IRONS:			
Traveler.....	41,193	24,036	65,229
Standard, Automatic.....	362,535	47,771	410,306
Steam and Steam Attachments.....	831,482	139,742	971,224
Non-Automatic.....	17,642	3,771	21,413
	1,252,852	215,320	1,468,172
GRILLS AND WAFFLE IRONS:			
Single Waffle-Irons & Sand. Grills....	13,967	2,736	16,703
Comb. Grills & Waffle-Irons.....	119,723	24,752	144,475
	133,690	27,488	161,178
HEATING PADS	303,791	29,247	333,038
HOTPLATES DISC STOVES	114,380	24,022	138,402*
TOASTERS:			
Automatic.....	410,420	81,400	491,820
Non-Automatic.....	59,927	13,683	73,610
	470,347	95,083	565,430

* Includes Jan.-Feb. revisions
Note: 1953 figures not available.

Now! Two New DEEPFREEZE SPECIALS Offering You Promotion, Price and—

A FULL MARGIN OF PROFIT!

Rock 'em and Sock 'em with a
VALUE LEADING

promotion right at the peak of
the freezer selling season

*You Lead the Profit Parade
with DEEPFREEZE*

This is the big season to top your sales records
—and Deepfreeze makes the job easier for you
with two best-selling models to offer at special
prices.

Yes, here is the double-barrelled promotion
timed perfectly for perfect seasonal merchandising.
They are both high gross numbers with exceptional
discounts to insure clean profit.

Of course the advantage is all yours—with
these two best-selling models bearing the trade
name of freezer fame—Deepfreeze.

To get fast action and complete information

WRITE, PHONE OR WIRE

YOUR DEEPFREEZE

DISTRIBUTOR RIGHT NOW!

*But—hurry—this special deal
is for a limited time only!*

Deepfreeze®
HOME APPLIANCES

© Deepfreeze Home Appliances
North Chicago, Illinois

MAIL COUPON TODAY!

Deepfreeze Home Appliances
North Chicago, Ill.

Dept. EM-854

Please send me complete "Promotion Kit" on the two Deepfreeze
Home Freezer Specials.

NAME _____
(Please print)
STREET _____
CITY _____ STATE _____

BIG DEEPFREEZE CHEST TYPE FREEZER
(MODEL SC-186)
Freezes and Stores
623-lbs. of food in
17.8 cu. ft.

★
BIG DEEPFREEZE UPRIGHT FREEZER
(MODEL CU-196)
Freezes and Stores
651-lbs. of food in
18.6 cu. ft.

AN UPRIGHT OR A CHEST MODEL

Sell for LESS THAN \$4.00 A WEEK
after small down payment

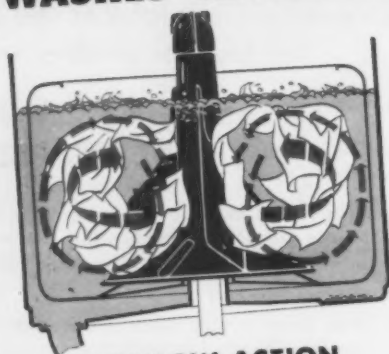
DEEPFREEZE HOME FREEZERS CHEST AND UPRIGHT MODELS
DEEPFREEZE REFRIGERATORS
DEEPFREEZE ROOM AIR CONDITIONERS
DEEPFREEZE ELECTRIC RANGES
DEEPFREEZE ELECTRIC WATER HEATERS

this
agitator



this
basket

Whirlpool
WASHES CLEANER!



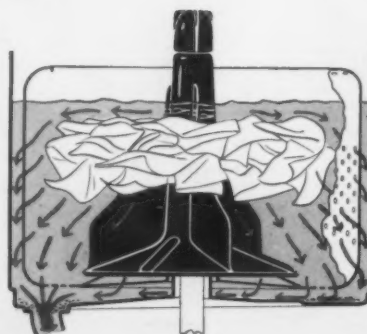
AGIFLOW ACTION

Exclusive Agiflow Action creates and controls surging, swirling currents of water into a scientifically-correct pattern for most thorough, most gentle washing known today. This "never lazy" water action circulates clothes freely and flexes them gently thousands of times to loosen and remove even the most stubborn soil from a big, 9-lb. load. Tests prove no other water action washes clothes so thoroughly yet so gently as Agiflow Action.

**WASHES,
BETTER
OTHER**

Whirlpool

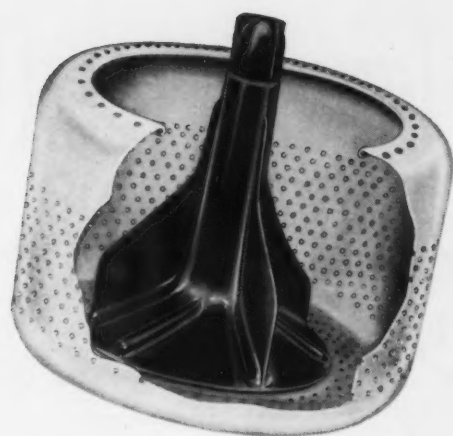
**LEAVES NO SOIL
IN CLOTHES!**



FREE-FLOW DRAIN

Drains wash water away from the clothes . . . not forced through them! Lighter-than-water soil flows out the 1,199 openings in the basket while clothes are in suspension. Heavier-than-water soil drops down through the bottom, out of the basket . . . and is kept there, then flushed away . . . so no soil is ever left in clothes. Proved the most efficient drain method yet devised!

JOIN UP! IT'S MORE PROFITABLE TO



this
tub



DRAINS, RINSES THAN ANY WASHER!

Whirlpool

**RINSES BETTER
WITH LESS WATER!**



SEVEN RINSES

Thorough rinsing is a "must" to get clothes really clean. That's the reason Whirlpool rinses clothes completely... a full 7 times... yet uses less water! There are four pressure-spray rinses, then a 2-minute "Agiflow Action" rinse in a full tub of water, followed by two more pressure-spray rinses. Test after test proves water from Whirlpool's seventh rinse is so free from soil and suds that one can drink it.

WHIRLPOOL CORPORATION, St. Joseph, Michigan
Clyde, Ohio • LaPorte, Indiana

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

SELL WHIRLPOOL THAN SELL AGAINST IT!



*"the Ampro
Tape Recorder
is my choice" Liberace*

(Columbia Recording Artist)

LIBERACE SAYS, "The depth and quality of its sound, its piano-key controls, its functional design . . . make the Ampro Tape Recorder my choice."

**WATCH FOR
AMPRO'S NATIONAL
ADVERTISING CAMPAIGN
FEATURING THIS POPULAR
RADIO, TELEVISION AND
RECORDING STAR**

and now...introducing the AMPRO Hi-Fi TWO-SPEED!

This great new Tape Recorder provides the "podium presence" tonal quality of Ampro's famous model 756 Hi-Fi at $7\frac{1}{2}$ i.p.s. *plus* the long play for uninterrupted recording of the Ampro model 755 Celebrity at $3\frac{3}{4}$ i.p.s. Yes, *both* speeds with the Ampro Hi-Fi Two-Speed!

**ONLY THE AMPRO
MODEL 757 HI-FI
TWO-SPEED HAS ALL
OF THESE OUTSTANDING
FEATURES:**

- Two speeds: $7\frac{1}{2}$ i.p.s. and $3\frac{3}{4}$ i.p.s.
- Electro-magnetic piano-key controls for Record, Play, Fast Forward, Fast Reverse and Stop
- Automatic Selection Locator (3-digit counter)
- Electronic Tuning Eye Recording Level Indicator
- Large 6-in. x 9-in. Alnico-5 P.M. Speaker
- Beautifully styled in the modern manner
- Recorder-radio combination (optional)



See your distributor or write **AMPRO Corporation • 2835 North Western Avenue • Chicago 18, Illinois**

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors—August, 1954

The East



By ROBERT W. ARMSTRONG

Refrigerators lead June sales pickup . . . Air conditioners still behind 1953 figures . . . Credit squeeze still hurts

REFRIGERATORS picked up for eastern dealers during the month of June and, even though they didn't match or top June of 1953, they provided one of the few bright spots in the eastern marketing picture.

A Nassau, N. Y., dealer, more specific than most, said, "We are about 100 refrigerators behind in sales as compared to 1953, but June was better than May by a slim margin." Another merchant in the same area put his June improvement at 10 percent over May. Reports from other areas were similar, ranging from a Buffalo dealer's comment that "refrigerators are the big volume producer right now" to the Bostonian's "We're holding our unit volume" in refrigerators and ranges."

Business Inch-Up. Part of the reason for the June improvement in business was expressed by three Connecticut dealers who all attributed it to the fact that they not only had manufacturers' specials to play with but also that the "special" angle consisted of a cut in the dealer cost, not in the list price. As one merchant put it, "I don't go splashing these specials all over the paper the moment I get them. Instead I keep them quietly on the floor and then when I get a customer who will walk out before he'll buy a regular model at list price I can wheel and deal with the special, save the sale, and still make 30 percent."

Whatever the reasons, dealers generally felt a pickup in June over May, complained about a decline from 1953 levels.

Business Profile. One upper New York State retailer drew a pretty complete picture of the month when he said, "White goods picked up here in June, but television was off. Refrigerators made the best showing, but ranges and washers also have been good. We are moving some dishwashers and freezers and some air conditioners. June is still off from last year, but is certainly better than previous months."

Not all dealers agreed with him completely, of course. A Mt. Vernon, N. Y., dealer reported that refrigerators were down 20 percent, washers off 10 percent. The unhappiest dealer was a Philadelphian who found June business "not so good over all—with refrigeration in sad shape, TV dead on its feet after a pretty good May, washers and dryers moving along OK." And the unhappiest distributor was the Boston outfit which called the summer season so far an "utter loss." But these were not typical.

A Bad Cold? The biggest disappointment to many eastern dealers was air conditioner business, which was still sneezing with a hangover from the cold weather virus which began to hurt sales in May.

A New York air conditioner specialist whose volume was 22 percent behind 1953 at the end of May improved matters a little in June—at the end of which month he was only 20 percent below last year. But on that basis he could hardly be blamed for a lack of extreme optimism. Another New Yorker said, "I sold three units in June this year and it was tough pushing. I sold over 30 last year with more profit and less effort." Up in Boston, a dealer whose volume is about 20 percent below last year still maintains an optimistic outlook. He figures to equal 1953 volume when hot weather sets in.

Not so sanguine is a distributor in the same area who not only admits that he and other wholesalers are caught with heavy stocks which they have only a quarter of a season to move (at this writing), but also says, "Many distributors in the East will go out of the air conditioner business next year. It's too volatile, depends too much on the weather. Distributors who bought machines in January, paid warehousing charges and advertising and promotion costs found themselves selling at cost in June." A Washington, D. C., distributor said early in July, "If hot weather doesn't hit in about two weeks there will be the biggest dumping of air conditioner inventory that Washington has ever seen."

Credit Pinch. Dealers all over the East are still complaining about credit troubles. As one Philadelphia distributor puts it, "Credit is still tight. That's the weak spot in the whole picture. Consumer credit isn't the only problem. Dealer credits are very tight." Many Washington dealers are selling from floor samples because they can't get credit to carry bigger stocks and even their distributors are sympathetic.

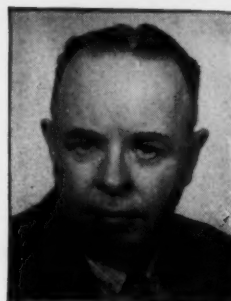
Outlook for TV. While Washington merchants put most of the blame for a slow first six months on television, and most dealers admitted that TV was in a seasonal slump, a few dealers actually experienced good sales. In Tuckahoe, N. Y., for example, one retailer reported a 10 percent climb over May. A Long Island dealer found a "slight improvement." A Buffalo dealer said, "Our television sales were up an amazing 50 percent." From

Philadelphia a distributor reported, "Black and white TV is moving along well; it looks like people have decided it is here to stay for a while."

What would happen to the year's volume would depend, for TV, pretty much on what happened in the fall. At this writing most retailers report their overall volume is some 10 to 20 percent behind 1953. Typical are the Boston firm which is holding its unit volume fairly level but whose profits are off 10 to 15 percent and another dealer in the same area whose sales are off 15 percent despite a heavy advertising campaign.

As one dealer puts it, "If the economy takes a turn for the better by fall, when TV comes into its season, we should be able to keep within five percent of 1953. If not, look for a 15 to 20 percent decline. We'd better have that pickup or about half the dealers I know will be out of business by winter."

The Midwest



By TOM F. BLACKBURN

Hot weather "buy-backs" . . . How to price Hi-Fi . . . "Damaged" goods make a comeback . . . Freight costs remake the distribution map

LAST spring the room air conditioner industry made its first steps toward what might be called a consignment market with the so-called "buy-back" deal. The idea was to get a dealer to purchase a stock of units in the chilly spring months by guaranteeing a return privilege for any units still unsold by July 1.

The second step in this tangle of merchandising has now taken place. It consists simply of a telephone call

from a distributor to a dealer on a very hot day in which the distributor asks the dealer to send back unsold room units. One distributor did it twice before July 1 and, naturally, had refusals from the dealers. The result, of course, is that refusing dealers forfeit their chance to return the merchandise at all—which may have been the overall strategy of the whole thing.

How High Hi-Fi? One of the difficulties in the high fidelity field is the fact that many enthusiasts, called "audiophiles," have been building their own, buying components direct from distributors, supposedly at wholesale.

As the industry has grown, and two-step distribution started, the chief difficulty has been to set up a pricing system that provides for the retailer, and yet does not offend the audiophile, who by now is a diminishing breed. One manufacturer has solved the situation by quoting 33 1/3 percent off his audiophile net price to his jobbers. He recommends that selling price to dealer be 30 percent off the audiophile net.

When units are sold to a dealer, the distributor turns in an invoice bearing the dealer's name to the manufacturer, who sends him a credit memorandum for the difference between 33 1/3 percent and 30-20 percent off the audiophile net, plus an additional 5 percent advertising allowance.

Thus a model with a list of \$159.50 bears an audiophile net of \$99.50, a (Continued on page 16)

NEW CHEVROLET TRUCKS

deliver more power, more ruggedness, for less money!



Making sure the truck you buy has plenty of power and chassis ruggedness is good business in any man's book. Getting the money-saving extra power and ruggedness of Chevrolet trucks is better business in any man's bookkeeping.

No doubt about it, the extra power you get from new high-compression Chevrolet truck engines means you're going to pay out less for gasoline. Over a year, that adds up to a sizeable savings. Increased power brings time-saving benefits, too—greater acceleration and hill-climbing ability . . . you haul faster, get the job done quicker!

Heavier axle shafts and wheel hubs on two-ton models; big-

ger, more durable clutches on light- and heavy-duty models; stronger, more rigid frames on all models. These features pay off in extra-low upkeep costs . . . extra miles of dependable truck life.

But these *while-you-drive* savings aren't all, by a long shot. You even save *when you buy*. For Chevrolet is America's lowest-priced line of trucks. Stop by your Chevrolet dealer's soon to see the "savings" trucks on the road. He'll show you models ideally suited to your job, with facts to prove you'll get more for your money. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

MOST TRUSTWORTHY TRUCKS ON ANY JOB!



CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

BRAKE—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on ½-, ¾- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING**

*Optional at extra cost. Ride Control Seat is available on all cabs of 1½- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

Is your Ceiling Gathering Dust...or Dollars?

Put Your "Overhead" to Work With These Profitable Moe Light Display Deals



FREE MOE LIGHTS Offset the Cost of Each Board M-5050 CEILING MERCHANDISERS Size 6' x 4'

DEALER COST OF FIXTURES.....\$ 99.95*
PLUS BOARD COST.....29.95
DEALER COST OF ASS'T.....\$129.90*

1 M-232 1 M-261 1 M-1341 1 M-1015 1 M-1081 1 M-1063 1 M-638
1 M-1222 1 M-1141 1 M-728 1 M-716 1 M-1208 1 M-882 1 M-460
1 M-1211 1 M-1041 1 M-1075 1 M-1073 1 M-222 1 M-428 1 M-458

TOTAL 21 FIXTURES...RETAIL VALUE...\$149.75

Moe Light will give you absolutely free—1 M-1222 32/22 W White & Chrome Instant Start Circline and 1 M-1231 32 W All Chrome Instant Start Circline (Retail Value \$30.20).

This offsets the \$29.95 cost of the display board.

MOE LIGHT OFFERS YOU EVERYTHING FROM COUNTER DISPLAYS TO COMPLETE HOME LIGHTING CENTERS

No matter which of these display deals you order, Moe Light will offset the cost of the display with FREE merchandise.

M-5052 Moe Light Home Lighting Center
Includes 105 Fixtures, plus display.....\$555.00*
M-5054 Moe Counter Display
Includes 16 Fixtures, plus display.....\$59.90*
M-5064 Moe Light Counter Display
Includes 14 Fixtures, plus display.....\$59.90*

*Prices Slightly Higher Denver and West.



MOE LIGHT
Fort Atkinson, Wisconsin
(Division of Thomas Industries, Inc.)
Plants at Fort Atkinson and
Sheboygan, Wisconsin,
Princeton, Kentucky and
Los Angeles, California

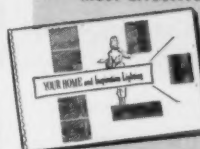
Mail
This
Coupon
Now!

PUT LAZY WALL SPACE TO WORK WITH THIS MOE MERCHANDISER

Size 4' by 3'. You get 19 fixtures for \$70.95* having a retail value of \$105.90. The board costs you \$18.95. Moe Light gives you absolutely free...1 M-1222 32/22 White and Chrome Instant Start Circline (Retail Value \$18.95). This offsets the \$18.95 cost of the display board.

MOST EFFECTIVE SELLING AID EVER OFFERED FOR \$1.00

Put a copy of "Your Home and Inspiration-Lighting" on your counter and watch your sales increase. This 32 page book beautifully illustrated in glowing full color SELLS...it tells a convincing story with glamorous room settings, technical information, complete information on how to decorate with light. Send for your copy today.



MOE LIGHT, Dept. EM-8, Fort Atkinson, Wisconsin

- ☐ Send me complete information on Moe Light Display Deals.
- ☐ Have your representative call on me.
- ☐ Enclosed find \$1.00 for "Your Home and Inspiration-Lighting." If I am not completely satisfied with the book, I may return it to Moe Light within 10 days and receive a full refund.

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ADDRESS _____

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New!



PROVIDES HOT WATER
AUTOMATICALLY
FOR
instant
COFFEE
OR TEA

WEST BEND

HOT WATER WHEREVER
THERE IS AN AC OUTLET

electric
Speedmaster[®]

Now the homemaker can make instant coffee or tea right at the dining table, card table, coffee table or anywhere there is an AC electric plug-in. The Speedmaster quickly provides enough hot water for 8 servings of instant coffee, tea, cocoa or other hot drinks. Also convenient in nursery or sickroom for many other hot water uses. When water or liquid reaches boiling point, unit shuts off automatically and maintains temperature. Red signal light in base indicates when unit is heating. Electro-finish, inside and outside, resists scuffs and stains. Retail \$12.95

ALL THESE USES FOR THE SPEEDMASTER



WEST BEND ALUMINUM CO.
Dept. 188—WEST BEND, WISCONSIN

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 13

suggested dealer net of \$69.95, costs the distributor \$66.27, and bears a credit to the distributor of \$10.55, and an advertising credit of \$3.48.

Distributor Diversification. Just how electrical appliance distributors are diversifying in the non-electrical field may be learned by looking at the floor displays of Hollander & Co., St. Louis distributor. Visitors on the floor run into power tools, playground apparatus, rubber water toys, garden hose, Coleman heaters, garden sprinklers, American Flyer toy trains, Maximilian luggage, as well as the standard types of appliances.

Damaged Goods On Order. This is the time of year when distributors are offering close-out, uncrated, and slightly damaged bargain merchandise. Those who can remember back before the war recollect that dealers and distributors used to scratch the finish in many cases in order to have damaged merchandise. Another thing is the use of last year's models in promotion specials. One refrigerator which carried a retail price of \$369.95 in 1953 can be purchased by dealers this year for only \$186. At long last both dealers and distributors are beginning to be able to have what the public wants and is able to pay for.

Freight Costs and the Map. With a jump in freight rates from 0.04 percent to 1.4 percent of cost, a reshaping of the distributor map seems to be coming about, one expert predicts. With freight rates taking up a greater part of the cost of an appliance it is going to force manufacturers to send carloads to warehouses in areas with the idea of breaking up and reshuffling to distributors from these points. The country, he said, is going to be separated into five segments.

The old days of a distributor covering a huge territory is over and it is likely that distributors will come closer to having a 150 mile radius in the future.

It costs money to get merchandise

from the factory to the potential customer, and this expert thinks that dealers can save money if they can get a discount for picking up their own merchandise from the distributor. They have to use trucks anyway, which cost them around 20¢ a mile to run. If, in spare time, they can run in and do their own hauling they can cut a corner. The carload rate is the cheapest thing one can get in hauling merchandise, and any less-than-carload rate should be avoided if at all possible, he claims. During the 20's an equalized price prevailed all over the country but the jump in carload prices is causing this to disappear from the scene.

The average car can hold 150 to 160 television sets, and while these can be mixed with radio, they cannot be mixed with white goods; it takes a pretty big operator to buy this quantity at one crack, hence all efforts in the future to wiggle around it.

Dealer Plans. Bob Coe of Union Electric, St. Louis, recently queried dealers in that territory on how a utility could help sell merchandise. He found that 74.8 percent were planning to use newspaper advertising during the coming year, 24.5 percent radio, 74.8 percent direct mail and 19.4 percent store cooking demonstrations. Only 50.4 percent planned a user follow-up. Dealers said they could be helped by assistance on dryer wiring, a floor plan at a small cost for the small dealer, more salesmen's contests.

Some 86.3 percent said they found things of value in training of sales personnel in the utility mailings, and 94.3 percent agreed that the utility activities would help dealers sell more merchandise.

The Chicago Market Daily, published by the American Furniture Mart, has issued the results of a survey in which only 35 percent of the dealers reporting said that business was even with or ahead of 1953. Best

(Continued on page 27)



Motorola TV

introduces the

BIG LOOK

FOR 1955

in Black & White and in COLOR

plus . . .

RECORD-SMASHING LOW PRICES

Read the whole story



Better See **Motorola TV**

with the

BIG LOOK

that makes the
BIG Difference!

the most powerful
SALES STORY
in Television History!

BIG LOOK PICTURE



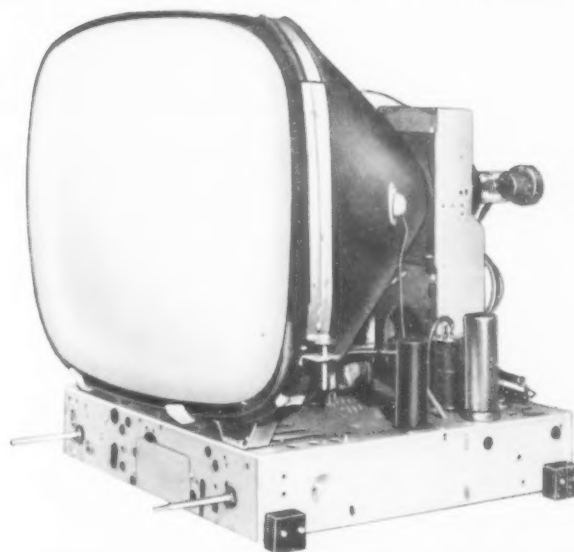
with new **Extended Area
aluminized tube**

Motorola's BIG LOOK, size for size, gives the biggest picture ever achieved on any television screen! A *brighter* picture, too, with new aluminized tube. Motorola's Lifetime Focus never needs adjusting . . . keeps picture quality sharp and clear.

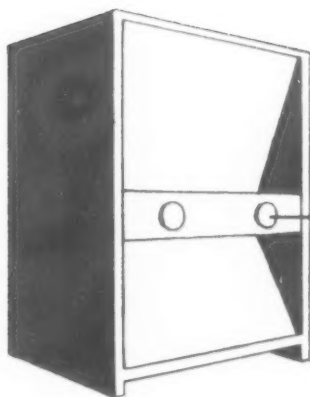
BIG LOOK PERFORMANCE

with exclusive new
Power-Drive Chassis

Here's Motorola's sensational new Power-Drive chassis. Radically advanced, with stepped-up signal-pulling power. Brings in sharper, stronger, BIG LOOK pictures. New Automatic Picture Control keeps them steadily clear, contrasty, brilliant.



Plus **MODERN/SLANT STYLING**



GLARE-DOWN
FOR CLEARER PICTURE

SOUND-UP
FOR CLEARER TONE

Only Motorola TV gives the combined advantages of new BIG LOOK picture, new decorator-styled cabinetry, *plus* new Glare Down/Sound Up design! See at left how the tinted Glare Guard screen deflects glare down . . . how the tilted Golden Voice speaker directs sound up!



See the Motorola TV

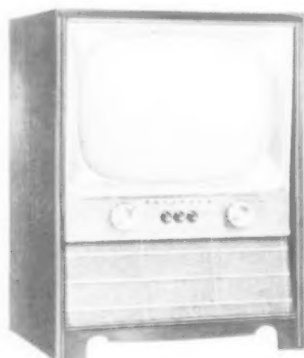
....and don't Miss these PRICE LEADERS

17-inch
Table
Model at **\$129⁹⁵**

21-inch
Table
Model at **\$149⁹⁵**



MODEL 21K19—21 in. console. Mahogany or blond.



MODEL 21K20—21 in. aluminized tube, tinted filter. Glare Down/Sound Up. Mahogany or blond console.



MODEL 21K27—21 in. aluminized tube, tinted filter. Mahogany or blond console.



MODEL 21K26—21 in. aluminized tube, tinted filter. Mahogany or blond console.



MODE 21C3—21 in. aluminized tube, tinted filter. Glare Down design. Mahogany or blond console.



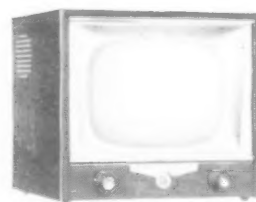
MODEL 21K22—21 in. aluminized tube. Twin-Trays shelf. Birch and wrought iron console.



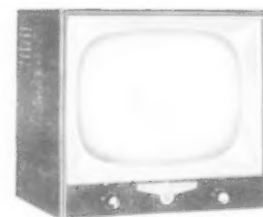
MODEL 21K23—21 in. aluminized tube. Rotator console; 2 matched speakers. Mahogany or blond.



MODEL 21K24—21 in. aluminized tube, tinted filter. Glare Down/Sound Up. Natural birch console with Lift-Lid door.



MODEL 17T20—17 in. table model. Available in ebony or blond.
Also available in mahogany with aluminized tube, model 17T21.



MODEL 21T17—21 in. aluminized tube. Mahogany or blond table model.



The BIG LOOK

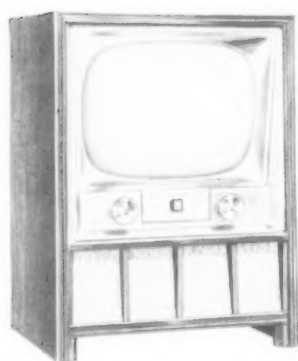
Better See

BIG LOOK line

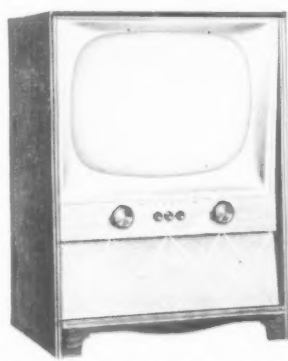
in both Black & White and COLOR!

21-inch
console
Model at **\$199⁹⁵**

205 Sq. In. **\$895⁰⁰**
COLOR TV
Full 19" tube



MODEL 21K21—21 in. aluminized tube, tinted filter, Glare Down/Sound Up, Mahogany or blond console.



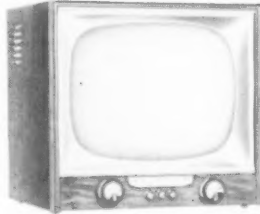
MODEL 24K4—24 in. aluminized tube, tinted filter, Glare Down/Sound Up, Mahogany or blond console.



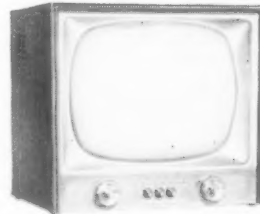
MODEL 24K5—24 in. aluminized tube, tinted filter, Glare Down console; 2 matched speakers, Mahogany or blond.



MODEL 21T16—21 in. table model, Ebony, mahogany, maroon or blond.



MODEL 21T18—21 in. aluminized tube, Mahogany or blond table model.



MODEL 21T19—21 in. aluminized tube, Mahogany or blond table model.

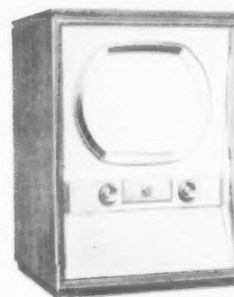
line with the BIG FUTURE for YOU!

Motorola TV

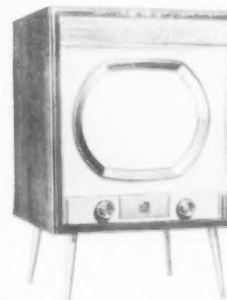
WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

ELECTRICAL MERCHANDISING—AUGUST, 1954

BE FIRST
in the field
with **BIG PICTURE COLOR**
at a **NEW LOW PRICE!**



MODEL 19CK1—19 in. color tube with full 205 sq. in. picture. Two speakers. Glare Down/Sound Up. Solid mahogany and veneers.



MODEL 19CK2—19 in. color tube with full 205 sq. in. picture. Two oval speakers. Glare Down design. Solid mahogany and veneers, detachable brass legs.



MODEL 19CT1—19 in. color tube with full 205 sq. in. picture. Dual speakers. Glare Down design. Solid hardwood, mahogany veneers.

Plus the BIG NEWS in the Hi-Fi Field...

the New

Motorola

Masterpiece

phonographs

with High-Fidelity performance
GUARANTEED BY MOTOROLA
for absolute consumer satisfaction

"Everything the ear can hear!"

Masterpiece Table Model with "FULL-CIRCLE SOUND"

**for the world's first All-Directional
High-Fidelity Reproduction!**

Two fine speakers, mounted over special baffle in base of cabinet, direct the sound down and out on all sides to produce true FULL-CIRCLE SOUND. Motorola guarantees satisfaction with 10-day customer return privilege. Turnover cartridge, 3-speed changer, automatic turnoff. Mahogany or blond. Model 54HF1.

\$139⁹⁵

BLOND SLIGHTLY HIGHER



Masterpiece Console

**Guaranteed High-Fidelity at a
price never before possible**

Balanced hi-fi components in de luxe cabinetry — at a price made possible only by Motorola precision production. Motorola guarantee with ten-day customer return privilege. 15" speaker, plus tweeter. Turnover sapphire cartridge. 3-speed changer. 5 tubes plus rectifier. Mahogany or blond. Model 64HF1.

\$199⁹⁵

BLOND SLIGHTLY HIGHER

PLUS THESE TWO POPULAR-PRICED PHONOGRAPHS

Sonata Radio-Phonograph

New 1955 version of popular radio-phono combination. Improved 3-speed changer. New Sonogap cartridge. Rich walnut finish plastic cabinet. Model 53F2. **\$99⁹⁵**



Playmate 3-Speed Portable

New luggage-type going-places portable, styled for the youth market, engineered for ruggedness and performance, priced to sell. Model 34F1. **\$79⁹⁵**



All prices include Federal excise tax. Slightly higher South and West except console Model 64HF1. Subject to change without notice.

and now...

Motorola

IS *FIRST AGAIN* IN

COLOR

with a new *FIRST* in **SIZE**

and a new *FIRST* in **PRICE**

FIRST BIG color Picture 132% Bigger!

**Almost 2½ Times Bigger Than Previous
Color Pictures!**

A full 205 square inches of color picture on a full-sized 19-inch tube! Now, for the first time, Motorola brings the BIG LOOK to Color TV! Not only 2½ times bigger than previous color pictures . . . but actually bigger than millions of Black & White sets still in use today! And witness the performance of Motorola's new "902" Color Chassis, with the ingeniously simplified "Secret Circuits"! It's an engineering triumph that means complete satisfaction for your new Color TV customers . . . and fewer service problems for you!



FIRST LOW color Price 25% Lower!

**One-fourth lower than previous color
sets with smaller screens!**

Motorola crashes the price barrier in color television! The first BIG-PICTURE Color TV at a NEW LOW in color prices! Only Motorola's vast research facilities, with 12 years of engineering development, could achieve this envied goal! It means that Motorola has opened for you a whole new market in color television, previously closed by high price! It means you can profit by the spectacular new Color TV programming on the networks this fall and winter. If you're in Black & White . . . you ought to be in Color, too! And now's the time to act!



**IF YOU'RE IN BLACK & WHITE . . .
YOU OUGHT TO BE IN COLOR, TOO!**

SMASHING AD DRIVES

tell the **BIG LOOK** story

to America's millions

Multi-page color sections, spreads, and pages in
leading magazines such as:

LIFE

THE SATURDAY EVENING
POST

Coronet

**AND...for Local Use in Your Own Store...
These Complete Merchandising Packages!**

Package No. 1
BIG LOOK
Line Introduction
Promotion

Package No. 2
Color TV
INTRODUCTION
and PROMOTION

Package No. 3
BURNS & ALLEN
PREMIUM
PROMOTION

Package No. 4
CHRISTMAS
GIFT MONTH
PROMOTION

PLUS All These Additional Materials:

- SMASHING NEWSPAPER ADVERTISEMENTS
- 24-SHEET BILLBOARD POSTINGS
- RADIO & TELEVISION SPOTS
- WINDOW, FLOOR AND SET DISPLAYS
- FOLDERS, BROADSIDES, STUFFERS

Better See **Motorola TV**

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 16

results came from new and promotional efforts. As to advertising media, 71 percent said that newspapers were best, 19 percent voted for direct mail, 7 for radio, 2 for television and 1 percent for outdoor displays. As to trade-ins, 75 percent reconditioned and sold them, 25 percent gave them to charity. Only 24 percent found floor plans of any value. About 85 percent had adequate bank financing.

Statistical Round-up. Texas, which is supposed to be hot all the time, has the usual fluctuation in room cooler sales. Dallas Power & Light saw 1,747 cooling units sold in March, and a jump to 3,007 in May. Other things are not doing so badly in Dallas, where dishwasher sales rose from 213 in January to 290 in May, attic fans from 242 to 628, freezers from 141 to 211, food waste disposers from 63 in January to 357 in May. Automatic washers rode on an even keel, from 1,084 in January to 1,615 in May. Refrigerators dropped from 1,567 to 1,195, television 2,140 to 2,130 and electric dryers from 1,083 to 111.

In C. M. Baldwin territory, Minnesota Power & Light Co., Duluth, for the first five months of 1954, ranges, automatic washers, vacuum cleaners, dishwashers and food waste disposers gained, while refrigerators, freezers, bed coverings, conventional washers and ironers lost ground compared to the previous year.

Naturally, in sunny Kansas, the Kansas Gas and Electric Company reported room coolers as 287 percent ahead of 1953, television—where it is new—323.9 percent ahead of the comparable period last year, and attic fans 100 percent up. Declines were shown by bed coverings, food waste disposers, home freezers, ironers, roasters, conventional washers and water heaters. Automatic washers held their own.

Dealer's Hello. When you telephone one Chicago establishment, the voice of Jerry Collins answers with "Ten-Fifteen Telechron Time." It's a nice way to open a conversational gambit and let you know that you are doing business with an electrical dealer who is busy plugging his wares.

The South



By AMASA B. WINDHAM

Blistering weather hits the South . . . Everything suffers except air-conditioning and television . . . Fall outlook optimistic

Only mad dogs and Englishmen go out in the kind of weather we're having down South. One hundred-degree-plus temperatures backed by an unbroken siege of drought hit the Deep South about the middle of June and it hasn't let up yet. Corn, which should be popping and waving in the breeze, is turning brown and withered. Cotton is stunted and discouraged looking. And these are two big cash crops in the South. At this writing the rains and the cooling breezes seem far away.

This discourse on the elements is by way of leading up to the fact that weather is an important business factor

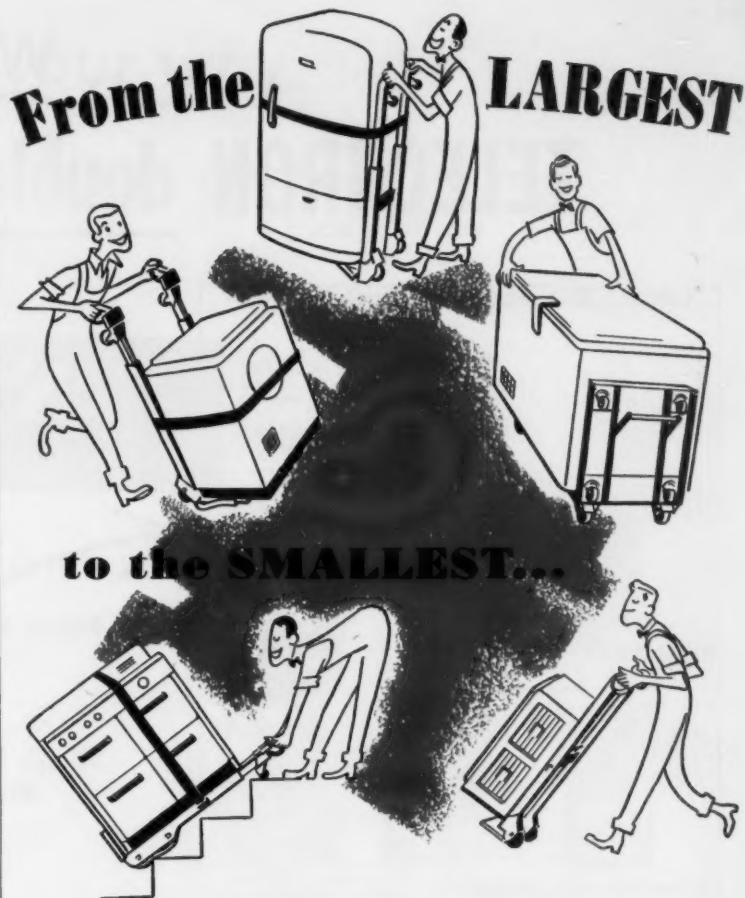
in the South—and in the appliance business particularly. For example, last week in Albany, Ga., a panting appliance retailer told this panting reporter: "Are we selling refrigerators? Look—who the hell is going out and haggle over a refrigerator in 103 degree weather?" Who the hell, indeed?

Albany isn't selling many refrigerators and neither are Atlanta, Birmingham, Memphis and New Orleans. Other big ticket items were off, too. In every one of these cities, veteran observers spoke of a terrific summer "slump" in ranges, home freezers and laundry equipment.

Still There's A Bright Spot. But there was a bright spot in the picture—the sale of air-conditioning units had come into its own. Dealers who were bemoaning the absence of warm weather in late May and early June, were doing a land office business in all makes and models of air-conditioning units. It seems that everybody and his Aunt Julia is out looking for a little cooling comfort.

In both Birmingham and Atlanta, the sale of 20-inch window fans was up an estimated 10 percent over a comparable period for last year. Room air-conditioning unit sales were about on a par with 1953 June sales figures in Birmingham and were slightly up in Atlanta. In Memphis, dealers have gone into high gear in both items. One veteran distributor in Memphis chuckled that "this is all we needed—a heat wave. We've got it now and it looks like we will sell every air-conditioning unit we can get."

(Continued on page 30)



You'll move it faster, easier, safer with AMERICAN-KEEN TRUCKS

Adjustable . . . All-Purpose Home MOVERS

FLEXIBLE! You tailor-make your truck to fit the job . . . Easy, sure, safe and dependable. Only seconds required to adjust the truck to fit units to be moved . . . Extra carrying handle—stair-climber feature.

LIGHT! STRONG! Constructed of extruded magnesium sections for light weight—strength—rigidity.

MANEUVERABLE! Equipped with quick-acting swivel casters to move in any direction—for easy handling, loading onto delivery trucks and for use as a dolly.

SAFE! Surfaces rubber padded to protect appliances from scratching, denting, marking . . . web straps with patented, self-tightening leverage buckles insure positive locking of load to truck.



Write today for full details and a free copy of the new American-Keen Catalog.

CLIP THIS COUPON NOW!

The American Pulley Company
4234 Wissahickon Ave., Philadelphia 29, Pa.

Gentlemen:
Please send me full details and a free copy of the new American-Keen Catalog today.

Name _____

Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

Materials Handling by

AMERICAN PULLEY COMPANY

Complete Line of Pressed-Steel Hand Trucks, Barrel Cradles, and Steel Industrial Wheels

Watch for it! Latch on to it!

TELECHRON double-barrel deal that builds

ELECTRIC CLOCK

Look! Six exciting new clocks!



When minutes matter... trust Telechron

Electric no winding, no noisy tick-tock
Accurate so dependable... can't run fast or slow
Guaranteed written warranty with each clock
Smartly styled for every room in your home



NEW LUMINOUS ALARM... GRACEWOOD...
 Permanent glow in dark settings... \$8.98*

NEW SHELF OR WALL CLOCK... TELECHOICE...
 Real, white, white or brown... \$5.98*

NEW WALL CLOCK... DIAMETER...
 A real decorator's delight in design... \$14.95*

NEW CALENDAR ALARM... TELE-JOUR...
 Shows day and date automatically... \$14.95*

NEW METAL ALARM... TELECRAT...
 With the rich gleam of gold-color metal... \$6.98*

NEW CLOCKS

Six different clocks with eye-appeal, buy-appeal, priced just right!

BACKED UP BY POWERFUL FULL-PAGE FULL-COLOR ADVERTISING LIKE THIS
 to appear in *Life Magazine*, November 1;
The Saturday Evening Post, November 6.

BACKED UP BY POWERFUL TV PROGRAM, THE DAVE GARROWAY "TODAY"
 NBC-TV SHOW, AND LOCAL TV ANNOUNCEMENTS IN THE WEST

Sales demonstrations for you in millions of homes!



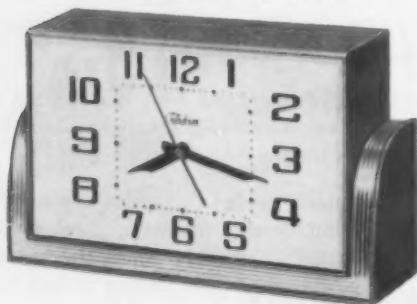
New luminous alarm... DECOR... a real decorator's delight in design... \$7.98*



New wall clock... DIAMETER... in copper, brass or chrome finish... \$14.95*



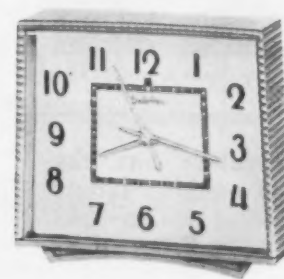
New wood alarm... GRACEWOOD... in polished wood case, luminous features... \$8.98*



New shelf or wall clock... TELECHOICE... in wide choice of colors... \$5.98*



New calendar alarm... TELE-JOUR... shows day and date automatically... \$14.95*



New metal alarm... TELECRAT... with the rich gleam of gold-color metal... \$6.98*

► DISPLAY THE NEW CLOCKS FOR NEW CUSTOMERS, NEW SALES, NEW PROFITS!

► GET YOUR STOCK FROM YOUR

BE SET FOR THE BIGGEST, MOST PROFIT-BUILDING

*Prices plus tax. Prices and specifications subject to change without notice.

Cash in on it! It's coming your way... new sales! New traffic! New profits!

NEW PROMOTION

Brings customers into your store, takes clocks off your shelves!

TELECHRON ELECTRIC CLOCK 10-DAY HOME-TRIAL OFFER
and ANNUAL \$15,000.00 CONTEST

THIS IS THE AD THAT TELLS AND SELLS

Full-page, full-color in *Life Magazine*, September 13;
The Saturday Evening Post, October 9.

MILLIONS OF PEOPLE—INCLUDING YOUR CUSTOMERS—

will be sold on the contest and home-trial offer on the
Dave Garroway "Today" NBC-TV show, and local TV in the West.

When minutes matter...trust TELECHRON ELECTRIC CLOCKS

\$15,000.00 CONTEST

Working to buy! Easy to enter! Do it today!

Just complete the following statement to 33 different stores or firms:

"I like this... because... Telechron clocks, clock best of any of the six clocks shown here because..."

STREET 1001 GENE DRIVE, NEW YORK 17, N.Y.

TELECHRON ELECTRIC CLOCKS, DIVISION—CONTEST CLOSING OCTOBER 15, 1954

1,007 prizes: 1st prize \$2,500 2nd prize \$1,000 3rd prize \$500

From health police... Telechron clocks, clocks for every room in your home (table clocks, wall clocks \$100). Plus 1,000 additional prizes of Telechron electric clocks.

Telephoto—new wall or shelf clock. This unique clock is tested. \$3.98*

Bern—small and smart looking alarm. A beautiful line of two for price. \$3.98*

Telestar—functional new alarm with the rich tones of precision metal. \$6.98*

Grasswood—new with functional features. Managers, much or small kitchen. Alarm. \$3.98*

Swirl—kitchen or bathroom wall clock. In new design. Last price. \$3.98*

Decor—new with functional features. A decorative design in design. Alarm. \$7.98*

SEE FOR YOURSELF WHY A NEW TELECHRON ELECTRIC CLOCK BELONGS IN YOUR HOME

Electric—no winding, no noisy tick-tock depend on it... can't run fast or slow

Guaranteed—written warranty with each clock

Smartly styled—for every room in your home

10-day home trial offer

Go to your dealer and select the Telechron electric clock you prefer from the six styles shown here. Try it in your home for 10 days. Remember, the more you know about a Telechron electric clock, the better your chance to win in the \$15,000.00 contest.

Telechron is a trademark of Telechron Electric Company, New York, N.Y.



Get this free promotion kit when you buy the special contest and home-trial six-clock assortment

(Four are brand-new pre-tested clocks, and two are fastest-moving in the line—all from \$3.98 to \$8.98*)

IT CONTAINS SIX INVALUABLE SALES HELPS:

1. Attention-getting four-color consumer contest display card, with entry blanks.
2. Sales-building full-color home-trial offer display cards—one for each of the six Telechron electric clock home-trial offer models.
3. Gay home-trial offer pennants to be posted above display, in the window and on the wall.
4. Colorful, exciting contest pennants for display in store and on windows.
5. Display suggestions that will help you to make your store headquarters for these two big sales events.
6. Broadside and price list giving complete details on new clocks and new promotions.

► TIE IN WITH THE CONTEST AND TRIAL OFFER...A REAL BIG, NEW DEAL!
DISTRIBUTOR SALESMAN...RIGHT AWAY!

TELECHRON PROMOTION IN YEARS AND YEARS!

ELECTRIC CLOCK

You can Judge NICHROME*

by the manufacturers
who use it!



West Bend Aluminum's Ovenette,
one of their Flavo-matic®
Percolators, Corn Popper, and
the Heat-Rite Base (used with their
Bean Pot and "Serv-it".)

West Bend Aluminum Co., West Bend, Wisconsin, is bringing cooking convenience right to the dining table with their Electric Ovenette, their Bean Pot, their automatic percolators in varied gay colors, in addition to their corn popper, and the "Serv-it" for keeping food warm at the table.

With the vigorous competition among the many attractive electrical household aids, West Bend has chosen the surest way to build repeat business through word-of-mouth recommendation:—all heating elements are made of world-famous long-lasting Nichrome.

Says West Bend: "We use Nichrome because we realize that no matter how attractive the "outsides" of an electrical appliance may be, the heating element is what delivers lifelong reliable performance. Nichrome's absolute uniformity, its great resistance to heat and corrosion, are our assurance that we are giving our customers the finest that money can buy."

These qualities of Nichrome are your assurance of satisfied customers too, Mr. Dealer.



Nichrome* is produced only by
Driver-Harris Company
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 27—

In Miami, a dealer contact estimated that more room air-conditioning units were sold in the Florida metropolis during June than ever before in history, although he had no concrete figures available. In Jacksonville and Tampa, we got similar reports.

New Orleans dealers were reported riding a high wave of selling in air-conditioning, although the discount business has not yet been licked in the Crescent City, and the business is not as profitable as it is in other big cities of the South.

TV Is Top Flight, Too. The one other appliance in which business is better generally than it was in 1953 is television. In almost every major city of the South, except top-saturated New Orleans, sales were running a high and smooth course with exceptional gains being made in the central and western Louisiana sections, the Miami area and the middle Tennessee area.

One of the South's largest distributors in Birmingham, told this reporter that his television sales in the state of Alabama, were up a healthy 25 percent for the first half of 1954 over the same period of last year. And in Memphis, another of the South's largest wholesalers said he was "considerably ahead" of last year. Chattanooga dealers are still running far behind in filling TV orders, while out in Lake Charles and Baton Rouge, La., figures gathered by the utilities showed an average of approximately 3,100 more sets sold each month during the first half of 1954 than were sold in the same period of 1953.

A dealer in Mobile, Ala., tried out one of the newer sales stunts which has been used in other parts of the country. He bought up a lot of jalopies which were ancient but guaranteed to run, and gave them away free with the purchase of higher priced TV sets. His spiel was for the customer to "become a two-car family and celebrate a wonderful holiday on July 4." He reported the stunt worked fine.

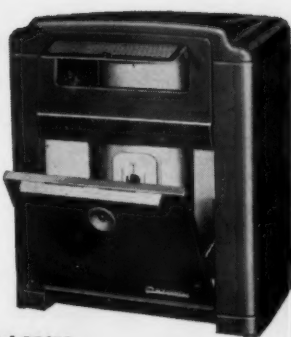
Range Sales Off But Rising. Electric range sales, which have been off sharply all year except in Florida and the Louisiana-Texas area, showed some signs of perking up. Dealers in both Nashville and Knoxville had good months while sales in Charlotte, Jacksonville, Birmingham and Atlanta were reported better in June than in the past several months.

Home freezer sales still left something to be desired in most southern cities. They were off considerably in New Orleans, Charlotte, Birmingham, Atlanta and Memphis. In Miami and Tampa, sales were a little better than a year ago. In the latter city, a July-August food freezer promotion by Tampa Electric Co., promised good results.

(Continued on page 34)



Model 55414
75,800 B.T.U. output



Model 55411
55,500 B.T.U. output



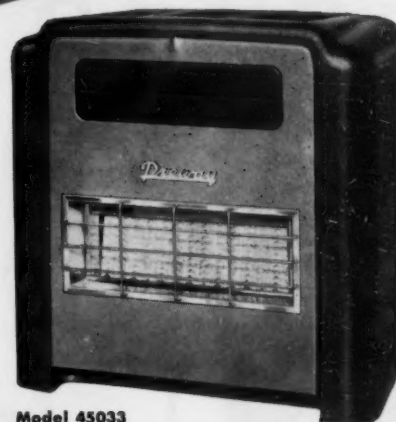
Model 55434
75,000 B.T.U. output



Model 55431
55,000 B.T.U. output



Model 55448
35,000 B.T.U. output

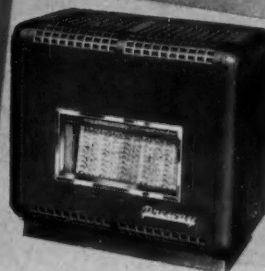


Model 45033
85,000 B.T.U. input



Model 45032
65,000 B.T.U. input

Model 45002
65,000 B.T.U. input



Model 45031
45,000 B.T.U. input



Model 45007
25,000 B.T.U. input

Model 45001
45,000 B.T.U. input

Line Up..... Mark Up with *Preway*

oil and gas heaters that step up your sales

In the space heater business, there's no line that gives you as much as PREWAY . . . no line that's coming as fast as this one. In engineering, in styling, in pricing, PREWAY—tops performance in the field—provides the lead story in the industry, for both oil and gas—and behind it is the full profit mark-up your success depends on.

In the hotly contested selling days ahead, you'll need the full power of this dynamic, growing line — and you know it. So write at once to have the PREWAY distributor in your area call to give you the full facts and figures. You'll thank your stars that you did.

Preway, INC. 9854 Second Street, North
Wisconsin Rapids, Wisconsin



IT'S NEW...

IT'S A UNIVERSAL

Coffeematic
IN COPPER

Here's the newest, most beautiful Universal Coffeematic of all... in the newest decorator style... in gleaming penny-bright copper. America's Favorite Coffeemaker, with all the features that have made Coffeematic the leader... now in a sparkling color to catch every eye and SELL!

a size for every family... a price for every budget!



For Gift-Giving Deluxe—
Universal Copper Coffeematic
—5 to 10 cup capacity.
Model 4411—**\$32.50**



For Those Who Want the Finest
—Universal Chrome Coffeematic
—5 to 10 cup capacity
Model 4410—**\$29.50**



Coffeematic Quality at a Budget Price—Universal Chrome
Coffeematic—4 to 8 cups.
Model 4408—**\$24.50**



For Small Family Convenience
—Universal Automatic Chrome
Coffeemaker—3 to 6 cups.
Model 4486—**\$19.50**

ANOTHER IN AMERICA'S ONLY COMPLETE LINE OF

IT'S BEAUTIFUL



ONLY A GENUINE UNIVERSAL
COFFEEMATIC CARRIES THIS DESIGN.
IT IS YOUR ASSURANCE OF
UNIVERSAL QUALITY AND CRAFTSMANSHIP



The Answer to "instant" coffee
— Universal Automatic Chrome
Coffemaker — 2 to 4 cups.
Model 4484 — \$17.75

Model 4411
10-cup capacity
Manufacturer's suggested
Retail or Fair Trade Price **\$32⁵⁰**

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

AUTOMATIC COFFEEMAKERS

ELECTRICAL MERCHANDISING—AUGUST, 1954

PAGE 33



Is your palm pink?

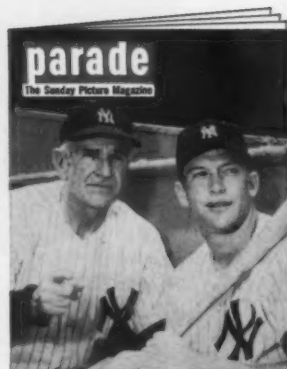


9 Million Readers Stopped, Looked and Read.
PARADE, the Sunday Picture Magazine, ran an article on how a doctor can look at your hand and tell if you're sick and what's wrong with you.

More than 7 in 10 of PARADE's 13,000,000 readers of 45 important Sunday newspapers stopped to read it.

Articles like this, week after week, make PARADE the best read publication in print, according to independent surveys. That's why PARADE advertisers get more than twice as many readers per dollar of ad cost as they do from any of the big weekday magazines. And the impact PARADE makes on Sunday makes sales all the rest of the week.

PARADE... The Sunday Magazine section of 45 fine newspapers in 45 major markets... with more than 13 million constant readers.



In Parade Of the 100 Largest National Advertisers These Used Parade in 1953

Admiral Corp.
American Home Products Corp.
American Tobacco Co.
Armour & Co.
Avco Mfg. Co.
Block Drug Co., Inc.
Bristol Myers Co.
Calif. Packing Corp.
Chrysler Corp.
Colgate-Palmolive-Peet Co.
Corn Products Sales Co.
Helene Curtis Industries, Inc.
Ford Motor Co.
General Electric Co.
General Foods Corp.
General Mills, Inc.
General Motors Corp.
Hunt Foods, Inc.
International Cellucotton Products Co.
Johnson & Johnson
S. C. Johnson & Son, Inc.
Kellogg Co.
Kentile, Inc.
The Lambert Company
Lever Brothers Co.
Miles Laboratories, Inc.
Jules Montanier, Inc.
Nash-Kelvinator Corp.
National Biscuit Co.
Nestlé Co., Inc.
Pepsi-Cola Co.
Pillsbury Mills, Inc.
Procter & Gamble Co.
Prudential Insurance Co.
Quaker Oats Co.
R. J. Reynolds Tobacco Co.
Simoniz Co.
Standard Brands, Inc.
Sterling Drug, Inc.
Swift & Co.
Sylvania Electric Products, Inc.
Westinghouse Electric Corp.

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 30

Utility Roundup. A glance at the utility promotions showed that the power companies were still plugging away to help the dealer over the rough spots. In addition to the Tampa promotion, Sunshine State dealers got aid from Florida Power & Light Co., which plugged ranges, water heaters and refrigerators.

Gulf States Utilities noted with satisfaction that sales were climbing in its twin promotion of ranges and water heaters. Nashville Electric Service sent out 105,000 bill stuffers to help dealers sell ranges and air conditioners, while Carolina Power & Light Co., staged a series of cooking schools which helped range sales. "Operation Redskin", refrigeration services campaign of Louisiana Power & Light Co., was still yielding highly satisfactory results, and New Orleans Public Service, Inc., concentrated on home freezers and air-conditioning.

In spite of heat, drought and such freaks as a flooded Rio Grande River, optimism among Southern dealers for fall business is high. Most of them think business will hold up fine and some even look for a better year than in 1953.

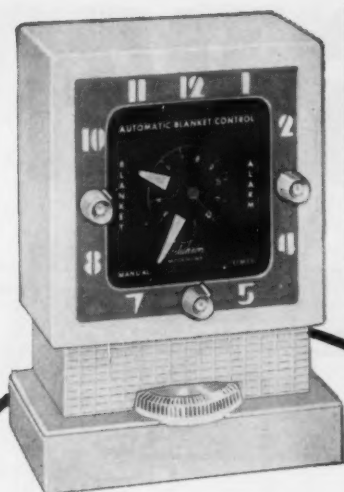
The Far West



by HOWARD J. EMERSON

Inventory clearances help sales during mid-July heat wave . . . Dealer group fights discount houses

DURING the middle of July here in the Far West, dealers are getting just about as much business as can be expected under the circumstances—with temperatures running over 110 deg. in the Southwest, and close to 100 deg. in many of the other market centers. Here in Los Angeles, where this column is being written this month, more than a half-million people were reported at the beaches on a weekday. Interest in refrigerators centers mostly on that machine's ability to produce ice cubes for a long, tall one. Automatic washers receive interest as a means of washing salt
(Continued on page 38)



WHAT'S NEW?

Here is a **PROFITABLE** answer . . .



Model 993

- Converts any radio into a clock-controlled receiver • Retire to your favorite program . . . awoken to music
- Blanket shuts off automatically followed by alarm to prevent over-sleeping • Also converts any appliance into a timed device.

Nationally Advertised In:

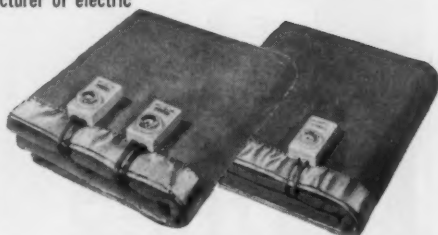


Four-color and black and white NORTHERN advertisements will feature the exclusive new, NORTHERN Clock-Controlled Electric Blanket this season. Take advantage of this publicity as well as a host of other merchandising helps provided by America's oldest and leading basic manufacturer of electric bed coverings.

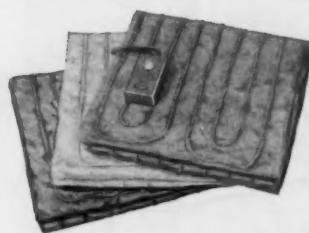
Northern Clock-Controlled Electric Blanket

Here is the first important development in electric bed coverings in the last 20 years. Now your customers can enjoy true automatic electric blanket comfort plus convenient Telechron clock control that operates their bedside radio . . . puts them to sleep or wakes them to music . . . shuts off their Northern Electric Blanket at any time they select. Don't overlook the tremendous appeal of this sensational Electric Blanket innovation. Write today for full details!

Other Northern Products



Dual and Single Control Blankets
For double or single beds. Each blanket made of fine quality materials in five colors. All are competitively priced. More than 1,300,000 people use them!



Dual and Single Electric Sheets
Light weight electric bed coverings made in three shades of fine sheeting material for those who want to enjoy the advantages of an electric blanket at an economy price.



Electric Heating Pads
Offer your customers the finest selection of competitively-priced pads on the market. More than 10,000,000 bought by satisfied users since 1912.



More than 42 Years Experience Manufacturing Electric Bed Coverings
Sold in Canada by George W. Endress Company, Ltd., Toronto

Northern Electric Company • 5224 North Kedzie Avenue • Chicago 25, Illinois

FOUR REASONS WHY



1. REACHES MORE PROSPECTS! Your advertising in the Tribune reaches the families who make most of the purchases in Chicagoland appliance stores—hundreds of thousands more families than are reached by any other Chicago newspaper.



2. YOUR BEST PROSPECTS! Widely known as the medium with Chicago's largest selection of home merchandise offers, the Tribune is the principal source of buying information for prospects who are actively interested in buying.



3. HELPS SALESMEN SELL! You give your salesmen a powerful selling tool when you use the Tribune. The Chicago dealers on whom they call know from experience the Tribune's unsurpassed ability to produce cash-register response.



4. GETS DEALER SUPPORT! Dealers tie in with your Tribune advertising in their selling, store displays and advertising to make the most of the added volume of pre-sold prospects which they know they can expect.

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO . . .

IT'S THE TRIBUNE 4 TO 1 IN CHICAGO!

**You get greater sales action four ways
when you use the Chicago Tribune—
and your industry provides the proof!**

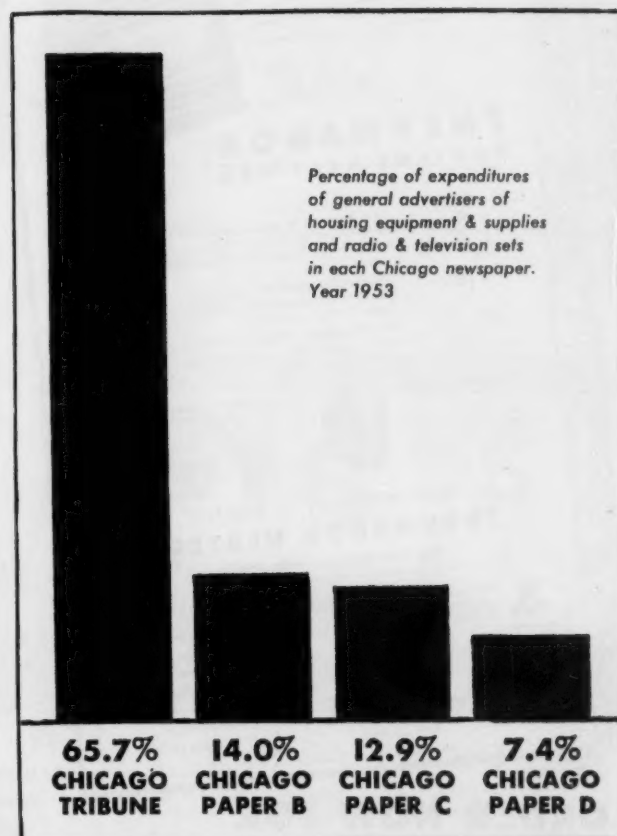
WHEN your advertising reaches more of your best prospects, exerts a greater influence on dealers and gives your salesmen more help . . . the inevitable result is *more sales action*.

That's why you get more sales action in Chicago when you build your promotion around the Chicago Tribune. More than any other medium you can use, the Tribune starts fast volume response on both sides of Chicago's appliance store counters.

The proof is as plain as the bars on the chart: Appliance store product advertisers place *four times* as much of their promotion funds in the Tribune as they place in the second Chicago newspaper—far more than they place in all other Chicago newspapers combined!

You use this record-breaking sales power to best advantage when you plan your advertising with the help of a Tribune consumer-franchise plan. Hand-tailored for your product and your local sales situation, this plan provides information which can make your Chicago advertising investment more productive.

As the first step to greater sales and a stronger market position, ask a Tribune representative for full details of the Tribune consumer-franchise plan. Get in touch with him today.



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago	New York City	Detroit	San Francisco	Los Angeles
ADVERTISING SALES A. W. Dreier 1333 Tribune Tower	E. P. Struhsacker 220 E. 42nd St.	W. E. Bates Penobscot Bldg.	Fitzpatrick & Chamberlin 155 Montgomery St.	Fitzpatrick & Chamberlin 1127 Wilshire Blvd.
REPRESENTATIVES	MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.			

WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

ELECTRICAL MERCHANDISING—AUGUST, 1954

PAGE 37

Customers Buy THERMADOR Portable Heaters

EXTRA WARM



with the automatic

THERMADOR RADIANT HEAT-FAN

ONLY \$2875 (including excise tax)

Two heaters in one—infra-red radiant heat for instant warmth; circulating heat to warm entire room, breakfast nook—anyplace you plug it in.

Thermostat control—sensitive hand-set thermostat maintains desired room comfort.

Cut-off safety switch—pressure-type safety switch automatically cuts off if overturned.

THERMADOR HEAT-FAN
Low-cost circulating heat. Quiet and compact. Use as cooling fan in summer. Dry, freshly hand-washed clothing. Only \$13.75 (including excise tax).

THERMADOR LONGFELLA
Ideal for spot-radiant heat in bathroom, office or shop. 36" high. Novel base and safety grill for full protection. Only \$11.95 (including excise tax).

safe * clean * electric

THERMADOR HEATERS

See Your Nearby Dealer Today!

Thermador Electrical Manufacturing Company
Division of Norris-Thermador Corporation
5215 South Boyle Avenue, Los Angeles 58, Calif.

Name _____

Address _____

City _____ Zone _____ State _____

Please send me information on:

- ☐ Portable Heaters
- ☐ Wall Heaters
- ☐ Water Heaters
- ☐ Built-in Ranges
- ☐ Built-in Warming Drawers
- ☐ Console Ranges
- ☐ Norrisware Cookware

**ORDER NOW FOR
QUICK FALL-WINTER SALES**

Thermador Electrical Manufacturing Company
Division of Norris-Thermador Corporation
5215 South Boyle Avenue, Los Angeles 58, Calif.

Name _____

Address _____

City _____ Zone _____ State _____

Please send me information on:

- ☐ Portable Heaters
- ☐ Wall Heaters
- ☐ Water Heaters
- ☐ Built-in Ranges
- ☐ Built-in Warming Drawers
- ☐ Console Ranges
- ☐ Norrisware Cookware

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 34

from bathing suits. But if a person needs either of these appliances, this is the month when the independent dealer gets the business—he ought to, because inventory clearances and other sales by dealers here make it silly for a customer to buy at a discount house.

While business in the Far West this month cannot be reported as an indication of anything but refreshingly clean inventories for dealers, there is a situation in Southern California that might interest dealers, distributors and manufacturers across the nation—mostly for its boldness if not potential success.

In this writer's opinion, the most ambitious attempt of appliance-tv dealers to meet the competition of discount houses, discounting dealers, trade diversion outlets of any nature, is the organization of the "Appliance Profession Association" by a group of appliance-tv dealers in the Los Angeles area.

Seek Licensing and Inspection. In contrast to hundreds of efforts by dealers elsewhere, the APA members seek to have themselves licensed as "domestic appliance contractors" and to have every installation including the plug-ins (refrigerators, etc.) inspected by the city or county building inspector. Stating that "the consumer and the domestic appliance dealer are being discriminated against because of improper licensing and inspection" the group of dealers asks to "govern ourselves as Domestic Appliance Contractors under present city codes of health, safety and standardization." In seeking membership the group states: "The services rendered by the appliance dealer long have been recognized as a great aid to the health,

sanitation and safety of his community, but without organization and specific regulation, his purpose is defeated by the 'fly by night' dealer whose only interest is selling an item without proper installation and service." The group feels that the organization of the "Appliance Profession Association" is the "... step in the right direction needed to gain the domestic appliance dealer the recognition he deserves as a professional in his line of business."

Solid Dealer Backing. No reader, in spite of how he may react to the demands of these Los Angeles dealers for licensing and inspection, should for a minute think that the whole idea comes from the type of crackpot individual so many in the nation automatically associate with Los Angeles and Hollywood. The dealers behind the APA are among the most "solid citizens" in the appliance-tv industry here. Practically every member of the APA is aligned with the Electric League of Los Angeles, and some hold offices in that association which has fought licensing for years. All are servicing dealers who have been struggling against vicious discount house competition for years. Headed by president Jim Bethanis, the association's board includes other well known dealers Van C. Foster, Roy Rick, Al Haddaday, and Herbert A. Thomas. Membership is reported at close to 100 dealers.

If the aims of the APA members were realized, a domestic appliance contractor group would be set up beside and with equal status to the building contractor, the electrical contractor, the heating contractor, the plumbing contractor, etc. To get such

(Continued on page 42)



"IT'S SOMETHING NEW . . . THE HARVARD CLASSICS DISGUISED AS A TELEVISION SET."

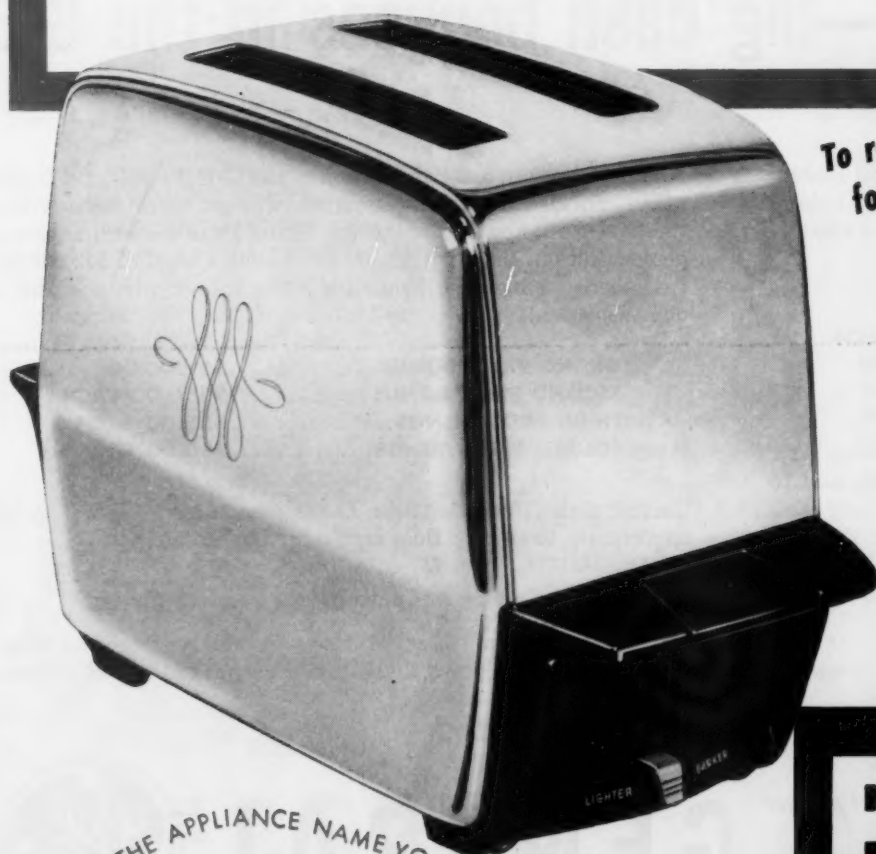
Compare all 4 leading Toasters before you buy

Leading Eastern University Rates New Proctor Custom-Speed Toaster FIRST.

Exhaustive, unbiased comparative tests were made against the other three leading toasters. Here are the results:

	SPEED	VERSATILITY*	DEPENDABILITY	VALUE	PRICE
Proctor	1st choice	1st choice	1st choice	1st choice	18.95
Brand A	2nd choice	4th choice	2nd choice	3rd choice	21.95
Brand B	3rd choice	2nd choice	3rd choice	4th choice	26.95
Brand C	4th choice	3rd choice	1st choice (tied)	2nd choice	26.50

* (Uniform results on all types of bread under all conditions)



**To retail
for only**

\$18.95

Priced to Sell!

Retails for only \$18.95. Dollars below the other three top brands!

Styled to Sell!

Completely new design... voted tops by consumer juries all through America!

Engineered to Sell!

New exclusive features. Red-hot selling points to take advantage of the lush replacement market.

Promoted to Sell!

Powerful local-level promotions designed to reach your customers. Write for details!

● THE APPLIANCE NAME YOU CAN TRUST

PROCTOR ELECTRIC COMPANY, 3rd St. and Hunting Park Ave., Phila. 40, Pa.

ELECTRICAL MERCHANDISING—AUGUST, 1954

PROCTOR

They'll be coming in your windows!



Win big cash prizes—big cash bonuses in the G-E

Once they hear about the wonderful cash prizes General Electric is giving away in this big-time jingle contest, there'll be no holding 'em back. Just take a look at the prize list, and you'll see what we mean . . .

GRAND PRIZE.....\$10,000.00
5 SECOND PRIZES.....\$1,000.00 EACH
50 THIRD PRIZES.....\$100.00 EACH
100 FOURTH PRIZES.....\$10.00 EACH

This prize list is big, exciting news, and starting September 17th, we're telling it to the millions of people who read LIFE, and to the millions who read the 79 Sunday newspapers that carry *This Week* and *Parade*. And there'll be full TV coverage on the G-E Comedy Theater starring Ray Milland. What's more . . .

We'll get 'em in to see demonstrations!

How? By making those big cash awards *even bigger!* Every winner

who has also seen a demonstration of the G-E Swivel-top Cleaner at an official Contest Headquarters will get extra cash—a BIG CASH BONUS. For instance, if the Grand Prize winner has seen a demonstration, she'll get \$2,500 extra—for a total of \$12,500.00. And there's a big cash bonus for every winner who has seen a demonstration.

GRAND PRIZE BONUS.....\$2,500.00
SECOND PRIZE BONUS.....\$250.00 EACH
THIRD PRIZE BONUS.....\$25.00 EACH
FOURTH PRIZE BONUS.....\$10.00 EACH

Contest ends November 15th. Don't miss out on this wonderful opportunity to step up floor traffic in your store!

You Can Be A Contest Headquarters Dealer

It's easy . . . General Electric has everything you need to make this contest the biggest thing that's ever happened to cleaner

Progress is our most important product

GENERAL



They'll be coming in your doors!



Swivel-top Cleaner Contest!

sales in your store. Everything you need for tying in is all wrapped up in one complete Contest Headquarters Dealer Kit. You get entry blanks, counter dispenser, contest window streamer, display pieces for your counter, direct mail pieces, and a complete assortment of newspaper ad mats.

Your local G-E distributor has these Contest Headquarters Kits on hand now. Call him today.



**Full steam ahead,
mates! Win an all expense
paid Caribbean Cruise
for you and your wife
while you're making
extra sales!**

ELECTRIC

**And YOU can win a
17-day Caribbean Cruise!**

Men, don't drag anchor for a minute! Twenty-four lucky dealers (and you can be one of them) will sail with their wives aboard a modern luxury liner for 17 sun-filled, fun-filled days of travel and excitement.



You'll visit St. Thomas in the Virgin Islands—Curaçao in the Netherlands West Indies. You'll stop at Cartagena, Colombia . . . tour Cristobal and Panama Canal Zone. You'll see Nassau in the Bahamas . . . frolic in Havana. Best of all, *it won't cost you a cent!*

EASY TO WIN!

Give 10 cleaner demonstrations—complete a special G-E Cleaner jingle—and you're in the running. This contest is open to all dealers who sign up to be Contest Headquarters in G.E.'s big consumer contest.

The entry blanks you need are a part of the Contest Headquarters Kit—so sign up with your local G-E distributor right away. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



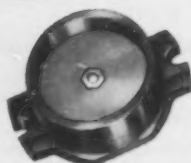
Motor Repairman Recommends KLIXON Protectors For Burnout Protection

STEELTON, PA.: Wayne L. Beane, Secretary of the Electric Service & Machine Company, has worked on hundreds of motors through the years. He knows from experience how KLIXON Inherent Overheat Protectors prevent motor burnouts.

"We've found that those motors equipped with Spencer Klixon Overload Protectors come in for repairs less frequently, and with less repairs required. We recommend their use."



Manual
Reset



Automatic
Reset

KLIXON
TRADE MARK REG. U. S. PAT. OFF.

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2308 FOREST STREET, ATTLEBORO, MASS.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 38

status, a concern desiring to sell appliances would have to obtain a "Domestic Appliance License Class A" after an examination by a committee within the building department under the jurisdiction of the chief building inspector. A domestic appliance code would stipulate the appliances requiring a permit and would schedule fees for inspection—an extension of the code governing appliances with gas fittings.

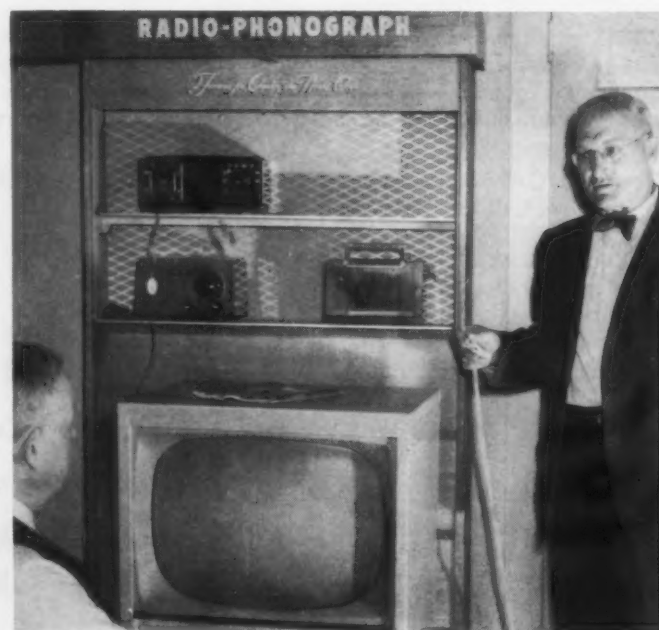
As this writer understands the aims of the association members, once the domestic appliance code is established, and a domestic appliance contractor's license required, no appliance could be sold by a dealer who did not have his own facilities for installation and service. Similarly sub-contracting of the installation and service to either a service house or to the manufacturer's or distributor's service depots would not be permitted. It is the contention of one of the members of the association that the present practice of buying plumbing fixtures from a retailer or wholesaler and then having them installed even by a licensed plumber with permit and inspection, is not legal under the present code.

As there are nearly 4,000 concerns handling appliances in southern Calif., it is obvious that any licensing provision as suggested by the APA would very soon cut the number to less than a thousand. It is obvious too, that these dealers behind the Appliance

Profession Association may be "shooting for the moon" in order to get the attention of manufacturers and distributors in a market area where franchised discount houses and discounters are doing 75 percent or more of the appliance business. It may be that many of the members may not expect to get every appliance including plug-ins under such a licensing provision, but would be glad to settle for just the automatic washer.

In the meantime, the members are trying to carry out article III of the association's incorporation papers which states that, "The specific and primary purpose for which this corporation is organized is to promote the general interests of those engaged in the sale and servicing of domestic appliances in the State of California and to standardize and to better the trade and business practices of those individuals so engaged." The association's symbol is being used in dealer advertising, in one case carrying with it to the public this statement: "Buy with Confidence. Knowing that when you buy from an Appliance Profession Association member the appliance you buy is unconditionally guaranteed to be exactly as represented, and if the Appliance you buy from is unable to service the appliance properly, the APA Symbol of Protection unconditionally guarantees you service for the life of the guarantee." End

IDEA FILE ELECTRICAL MERCHANDISING will pay \$10.00 for acceptable photographs of dealer ideas similar to the one below.



ILLUSTRATING the need for an outside TV antenna, Arthur W. Karbe, Geele Hardware Co., Sheboygan, Wisc., borrows an idea from the radio salesman of twenty-five years ago. He holds on to aerial wire, employing his own body as an antenna, and brings in fair picture on screen. Then he plugs into outside aerial to graphically illustrate the improvement. Net result is a convinced customer.

MORE Great 60th Anniversary Values in RADIOS

Brilliantly Styled...Engineered for Superb Performance by
STROMBERG-CARLSON



the **Musi Clock II**

\$29.95
(Zone 1)

†@Clock supplier

Powerful AM radio operates on AC/DC current...full-toned permanent magnet speaker...direct drive tuning...special Civil Defense dial settings...electric clock, automatic appliance timer...molded plastic cabinet...choice of 6 decorator colors...gold finish trim.

The MUSICLOCK Deluxe...\$39.95 (Zone 1) with new design Telechron®† Clock, buzzer alarm and sleep switch.



THE *Modernaire* **TABLE RADIO**

\$26.95
(Zone 1)

Super sensitive AM radio, operates on AC or DC...5 tubes including rectifier...permanent magnet speaker...special Civil Defense dial settings...plastic cabinet in choice of 6 smart colors with gold finish trim.

In this new Stromberg-Carlson radio line you have the right model at the right price for any prospect...

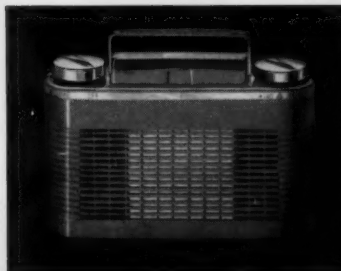
With a choice of 6 colors in each model—at no extra cost.

AND YOU HAVE A PROFIT MARGIN UP TO 40%!

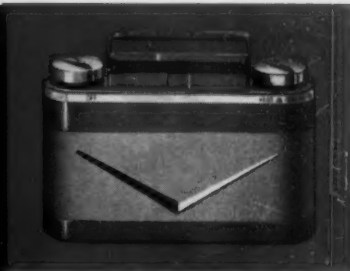
To help you make more of these profitable sales, Stromberg-Carlson has designed something unique and exciting in the way of displays. Call your distributor or write today for full details.

"THERE IS NOTHING FINER THAN A
STROMBERG-CARLSON®"

STROMBERG-CARLSON COMPANY, ROCHESTER 3, NEW YORK



THE VAGABOND.
Personal Portable Radio...**\$29.95***
Molded plastic in choice of 6 smart colors—with gold finish control knobs and foldaway carrying handle. Permanent magnet speaker. Automatic volume control. Complete AM range with special Civil Defense dial settings. Battery-saver switch for many extra hours of battery life. *(Zone 1, less batteries)



THE MINSTREL
3-Way Portable...**\$39.95***
Doubles indoors as a table radio. Operates on AC/DC or batteries. Molded plastic in choice of 6 beautiful colors. Gold finish controls, foldaway carrying handle and speaker grille. Permanent magnet speaker. Automatic volume control. Complete AM range with special Civil Defense dial settings. Battery-saver switch. *(Zone 1, less batteries)

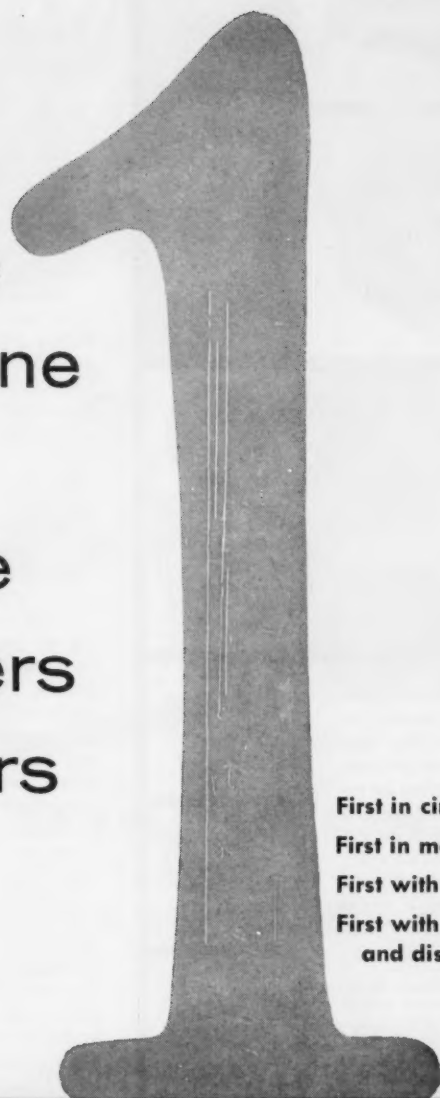
*Carrying Case: Tailored, durable, in luggage tan. Attractively priced to you as a promotional extra.

America's
number-one
magazine
for
appliance
advertising



THE LOUDSPEAKER

America's
number-one
magazine
with
appliance
dealers
and distributors



First in circulation
First in magazine audience
First with appliance advertisers
First with appliance dealers
and distributors

LIFE















V-M Phonographs

with

SOUND appeal!

SOUND FEATURES!

SOUND STYLING!

SOUND PRICING!

Carefully planned Voice of Music merchandise offers a model for every purse and purpose. The selection is complete, to meet customer demand, but compact, to cut inventory and effective display requirements to the bone. All V-M models are available...you profit on every sales opportunity! Establish your phonograph profits on a sound basis... with the Voice of Music.

1. V-M Fidelis® with tone-o-matic®. Hear exclusive V-M tone-o-matic demonstration! You'll hardly believe your ears! Exclusive bass reflex chamber with three speakers angularly mounted! 40 to 15,000 cps audible range! Exclusive sales advantage—mahogany or blonde cabinets at the same price! \$149.50* list. (Legs, black or brass, optional).
2. V-M 556 with tone-o-matic. Yes, features exclusive V-M tone-o-matic! Exclusive woofer-tweeter speaker system! 50 to 15,000 hi-fi range! Rich brown or rose and gray case! \$119.95* list.
3. V-M tape-o-matic® high fidelity tape recorder. Two-speaker, 40 to 15,000 cps system! Precision Tape Index Timer! 7½ or 3¼ ips! Rose and gray case, gray and gold accessories! \$179.95* list.
4. V-M 986 deluxe automatic 3-speed portable. Exclusive adjustable tone chamber! Exclusive Siesta Switch®! Exclusive Lazy-Lite®! Rich brown or rose and gray case! \$86.50* list.

5. V-M 990. World's smallest, lightest automatic 3-speed portable! \$69.95* list.
6. V-M 972 automatic 3-speed table model. Has exclusive Siesta Switch. \$59.95* list.
7. V-M 920 automatic 3-speed attachment with exclusive Siesta Switch. \$39.95* list.
8. V-M 151 manual 3-speed portable. Rich brown or rose and gray case. \$49.95* list.
9. V-M 121 manual 4-speed portable. World's smallest, lightest! Red or green Styron 475 case! \$22.95* list.
10. V-M 120 manual 4-speed attachment \$16.95* list.
11. V-M Portable hi-fi. P-A Package. Model 960 changer. \$64.50* list. Model 160 amplifier-speaker \$66.50* list.
12. V-M 45 Spindle Accessory. \$2.95 list.

Contact your V-M Distributor Salesman today!
He has the "Sound" line to build your profit.

*Slightly higher in the west UL Approved

the **Voice**  of **Music**

V-M CORPORATION BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

The LOUDSPEAKER

From a Distributor, Cheers for Dealers

To the Editor:

As a distributor, I feel that our future depends on our ability to make the franchises we handle so valuable to the legitimate retail dealer that we can obtain the volume of business that it is necessary for us to have without selling to discount operations.

The policy of our company has always been one of restricted and protected franchising which will protect a dealer with a protected market for his sales. There are some practical problems from a distributor's point of view which are not black and white but have various degrees of shading. It is because you are dealing with personalities and individuals this must be accepted. These individuals are not only our own sales managers and salesmen but also the owners and personnel of the retail dealer's establishments.

I feel that the retail dealer deserves a great deal of credit because, after all, he is running his business, meeting his payroll, paying his bills and staying in business. In our competitive market this requires a great deal of know-how and hard work. As I have mentioned before, we feel our future is directly dependent upon their success and we have and will continue to do everything we can to protect them and to help them prosper.

I would appreciate it if you could send us thirty copies of your lead article in your June issue, entitled, "I Failed as a Discounter." We would like to have these reprints for use by our salesmen. If you would have five hundred of them available to us on a no charge basis, we would like to mail them to the retail dealers in our area and would give ELECTRICAL MERCHANDISING full credit for the article and would be willing to include one of your subscription order cards with the mailing. Anything you could do to help us would be appreciated.

J. A. Taylor
 Taylor Electric Company,
 Milwaukee 2, Wisconsin

For "I Failed as a Discounter," Compliments

To the Editor:

The information divulged by Carl Hagstrom in his most illuminating article on the practice of discounters (June issue) and purchasing groups clearly indicates a disintegration of the basic principles of our capitalistic economy.

Why are our leading electrical manufacturers and wholesalers being forced into this practice? Why are dealer-service organizations all over the country being forced out of a legitimate working margin?

Some capable national organization should act in this matter. Govern-

ment controls should not be necessary in this country to assure a smooth operation of our economy, but we will have it, unless the course of this business death-dealing practice is disclosed and ended.

Ernest Parsons
 Parsons Electric
 Juneau, Alaska.

To the Editor:

I have just finished reading your June issue of ELECTRICAL MERCHANDISING and was certainly impressed with the following two articles:

1. I Failed as a Discounter
2. They Help Dealers Sell Air Conditioners

If possible, I would greatly appreciate twenty to twenty-five copies of each of the above articles in order to enlighten by distributors, and in turn their dealers, as to the evils and consequences of flagrant discounting.

I propose to utilize your second article "They Help Dealers Sell Air Conditioners" in distributor sales meetings and to show them the merits of good sound dealer programs, etc.

Discounting, back door selling and lack of franchise respect is one of the prime evils of the appliance business today, and I believe that it is as much in evidence here in my eleven western states territory as elsewhere.

Leon E. Marsh
 Carrier Corporation,
 5330 Harbor St.
 Los Angeles 22, Calif.

A Consumer Speaks on Installment Buying

To the Editor:

On page 131 of the June issue of ELECTRICAL MERCHANDISING under the heading "Installment Buying Stalls", you make the statement in bold faced type "Consumers pose a threat to the Nation's economy because they are paying off installment debts faster than they are taking on new ones."

If this thesis is to be accepted as true, then I, as a manufacturer's representative, have been on the wrong track. I have mistakenly been placing my line with wholesalers who are financially sound and able to discount their bills. I have avoided those whose D & B and latest financial statement were not healthy.

As a consumer, I am indicted because I am not "head over heels" in debt. I can only assume that my habit of paying household bills promptly is unfortunate and that my recent purchase of a major appliance (at retail) for cash on the barrel head contributed to our limping and about to collapse economy.

Your theory is not new, and in my opinion calls for further exploration and explanation in following issues of ELECTRICAL MERCHANDISING.

I, for one, do not accept it.

Fred L. Barber
 Oakland, Calif.



ANNOUNCES A COMPLETELY NEW LINE OF **CAPITOL** STEEL KITCHEN CABINETS

NEW COLOR! The new CAPITOL line will include 12 exciting colors plus white . . . featuring 6 colors in a revolutionary "Color-flecked" finish of amazing durability . . . all co-ordinated with famous House & Garden colors!

NEW DESIGN! The most modern, the most functional CAPITOL Kitchens you ever saw! More new features than ever before **610** and you'll see them all in these pages next month, with a preview of new promotional plans!

Capitol
KITCHENS

DIVISION OF HUBENY BROTHERS, INC.
610 East First Ave. Roselle, N. J.
"CABINETS OF STEEL FOR LASTING APPEAL"

NEW SALES APPEAL! New color, new design and new features add up to make this new CAPITOL line the hottest in the industry, sure to develop *more* store and model home traffic for dealers and builders everywhere!

NEW SALES OPPORTUNITIES!

A limited number of choice distributor and dealer franchises are still open. Write today!

CAPITOL KITCHENS
division of Hubeny Brothers, Inc.
610 East First Ave., Roselle, N. J.

Please send complete information about the new CAPITOL Kitchens.

I am a ☐ distributor ☐ dealer ☐ builder.

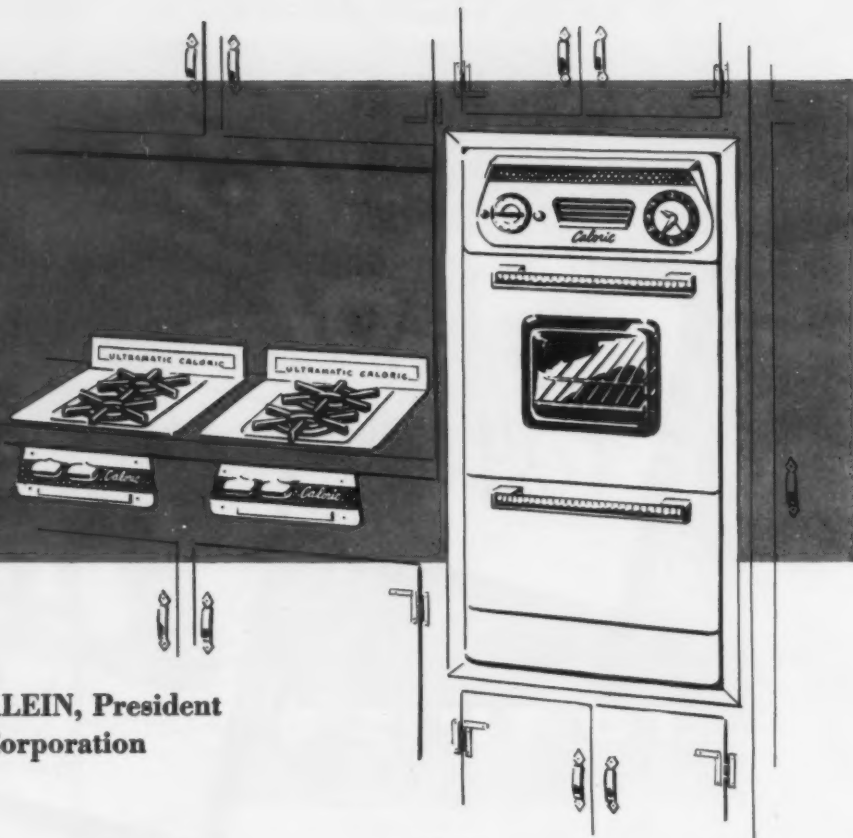
NAME _____

STREET & NO. _____

CITY _____ ZONE _____ STATE _____



MR. JULIUS KLEIN, President
Caloric Stove Corporation
says:



“Caloric is ready for a big new market with Wilcolator’s OVEN-REDDY”

“We’ve been fortunate to date in seeing our sales volume grow in each of the past five years. And we believe, without false pride, the basic reason is this:—we have consistently tried to offer today’s smart buyers every feature that makes a gas range give better service in the home.

“In short, we have tried as often as possible to be the first with the best.

“In keeping with this policy, we are now equipping the Automatic Caloric ‘Built-in’ gas range with Wilcolator’s Oven-Reddy control, and we know it’s going to make more and easier sales in today’s tough market for our dealers and for us.

“Frankly, we feel that a ‘built-in’ gas range with Oven-Reddy is a far better buy, in the terms of the service it will give, than a ‘built-in’ gas range without Oven-Reddy. For women have always wanted an automatic signal that tells them exactly when their oven has reached cooking temperature. Now they can get it!

With Oven-Reddy . . .



Just set the dial for the temperature you want



Pop in your cake or roast when the signal lights up



...and take it out—done to perfection!



Wilcolator
OVEN-REDDY

“Takes the guess out of gas”

“This seemed pretty clear to us when we first heard of Oven-Reddy. There remained only to test the device thoroughly. We gave it the most severe tests we could think of—and Oven-Reddy passed with flying colors.

“We’re happy to offer it to our dealers as a feature on the leading automatic ‘built-in’ gas range on the market. And we’re confident this improvement will be reflected in their sales.”

☆ ☆ ☆

There is little we can add to Mr. Klein’s remarks. If you are handling Oven-Reddy, Mr. Dealer, you know this feature excites interest . . . closes sales. Insist on handling ranges with Oven-Reddy. Make your selling job easier. The Wilcolator Company, 1001 Newark Ave., Elizabeth, N. J. Canadian Plant: Mimico, Toronto, Ont.

DuMont Television Makes Profit News!

with a completely NEW line! a NEW sales plan! NEW low prices!

NEW better dealer discounts!

Now sell the line that offers television's finest quality . . . the all-new DuMont line with new lower prices to create more sales . . . bigger and better discounts to make sales show profits!



"SINGLE DU MONT LINE
HAS PROVED
MORE PROFITABLE"

say H. Donald Brown and T. Milton Meadows
of M&M Company, 1102 South Broadway
Pitman, New Jersey

"Concentration on one top-quality television line, the DuMont line, has proved more profitable for us. Since 1947 we had handled up to five different lines of television merchandise. At that time we determined we would handle just one line --the DuMont line. Television sales volume since that decision has remained high--and, most important, profits have increased."

THERE IS ONLY ONE

DU MONT®

First with the Finest in Television



The 17-inch
DuMont BARTON
Contemporary cabinet
in walnut, mahogany or
blond grain finish.



The 21-inch
DuMont WINSTED
Contemporary cabinet in walnut,
mahogany or lined oak grain finish.

PRICES INCLUDE full-year picture tube Warranty, 90-day parts Warranty, Federal Excise Tax, built-in antenna.

Now.. THE DU MONT FRANCHISE IS MORE VALUABLE THAN EVER!

Write, wire or phone your DuMont Distributor for full details, or write to: Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey.
Canadian Affiliate: Canadian Aviation Electronics Ltd., DuMont Television Division, Montreal, Canada.

Cadillac

QUIK-VAK

EXCLUSIVE!
2 - SPEED
CONTROL



Canister
Model 888
with complete
set of attach-
ments in sturdy
"Kari-Kit"
Retails
\$79.95

It pays to push Cadillac —the cleaner that pulls in sales!

Actually, nobody pushes a Cadillac Quik-Vak—neither you nor the lady whose household cleaning jobs it handles with such amazing efficiency. You display it . . . demonstrate it . . . and SHE BUYS, because this dirt-hungry Cadillac canister offers every feature she wants for fast, thorough cleaning. Namely:

- **SWIVEL TOP**
- **BEAUTIFUL 2-TONE GREEN FINISH**
- **DISPOSABLE DUST BAG**
- **"FLOATING BRUSH" FLOOR NOZZLE**
- **OVERSIZE MOTOR—POWERFUL PICKUP**
- **E-Z ROLL DOLLY (Optional Equipment)**
- **MOTOR MOUNTED IN RUBBER**
Reduces vibration and noise
- **NO-LEAK FILTER SYSTEM**

MORE PROFIT PER UNIT FOR YOU . . .

Ask us to explain our liberal discount policy and furnish complete information about the Cadillac line. Write now.

PLACE ORDERS NOW!

Get set to meet the demand created by national advertising in leading consumer magazines.

CLEMENTS MFG. CO.
Dept. A., 6650 S. Narragansett Ave., Chicago 38, Ill.

For more than 44 years, sold only by reliable dealers and distributors.

ECONOMIC CURRENTS

The Business Outlook

By the McGraw-Hill Dept. of Economics

AS often pointed out in these past months, the total volume of business activity is still very high. Industrial production, and gross national product, have been sliding off from the peak of the super-boom in a slow, almost majestic fashion that simply does not jibe with conventional descriptions of a business recession.

From the peak of the boom (in the 2nd quarter of 1953) to the most recent date reported (1st quarter, 1954), business activity has had to withstand a drop of \$11 billion in the rate of inventory formation and a drop of over \$6 billion in defense spending. There have been offsets—more spending by local governments and more investment abroad—so that total gross national product is down only \$13 billion, or less than 4%. But the really important point is that over this past year consumer spending and business spending on capital goods have remained virtually unchanged.

It has been pointed out so often that business and consumers are well supplied with liquid savings that we may be inclined to overlook the actual importance of these savings in the present situation. People are probably more inclined to spend a dollar if it is not their last dollar. And the existence of government props—insured bank deposits, farm price supports, unemployment insurance and, perhaps most important, the promise of government action on a wide front to prevent depression—may also have something to do with maintaining confidence and keeping the dollars flowing.

There are three very tangible factors in today's economy which seem to us to explain the present stability of business and consumer spending. These are:

- (1) The ability of the government to absorb declines in the national income by cutting taxes or increasing its own payments to the public.
- (2) The ability of business to stimulate spending by the introduction of new products, and
- (3) The increase in both quantity and quality of sales effort, including the record amounts being spent for advertising.

THE SHOCK ABSORBER

To the benefit of consumers—although to the dismay of United States Treasury officials—the federal government has absorbed most of the impact of the recession to date. There has been a drop of about \$6 billion in income payments from business to consumers. But \$2 billion of this has been offset by payments for unemployment compensation. And almost \$4 billion has been offset by the decline in personal income taxes

(brought about by lower rates, as well as lower incomes). So disposable income is virtually unchanged.

The rest of the decline in national income consists of a \$9 billion drop in corporate profits before taxes. But profits after taxes are off only about \$3 billion. A year ago, the tax rate (including E.P.T.) was 54.5%. This year corporate earnings are taxed at 52%. And actual payments in 1st quarter, 1954, were not much over 50%, since some corporations were losing money and claiming refunds. Moreover, corporations have had almost a \$3 billion increase in their tax-free depreciation allowances. So, corporate cash income is about even with 1953.

Thus, the increase in government payments and the drop in taxes have left individuals and business firms with as much money to spend as before. If sales had declined under these conditions, one might indeed be critical of the vendors of consumer and capital goods.

NEW PRODUCTS

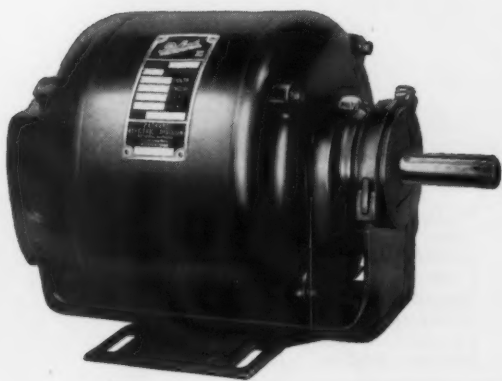
Fortunately for the economy, no such criticism can fairly be made, when speaking of business as a whole. New products are being introduced very rapidly in both consumer goods and capital goods lines. The electric appliance industry—in its usual fashion of making standard appliances obsolete—is marketing greatly improved models of electric ranges, refrigerators and other kitchen appliances—to say nothing of such growth products as washers, dryers and air conditioners. The success of new models in the automobile industry is indicated by the fact that restyled Buick and Olds mobiles—once considered to be high-priced cars with limited markets—have moved up to third and fourth place in the production race.

New fabrics have been introduced in over 20% of men's suits for the summer season. And the results offer some hope of snapping the apparel industry out of its long period of doldrums. The continuing high level of housing starts may be attributed, in no small measure, to the success of builders in offering more house for the money—which, in turn, is made possible by a variety of new, prefabricated items turned out by the building materials industry.

The rush of new product development has done more than keep consumers in a buying mood. It has also meant a good deal of retooling by industry in order to have adequate facilities for the production of new items. To accomplish last fall's model changeover at General Motors cost \$350 million for new tooling. This year, model changes for Chevrolet, (Continued on page 54)



THE MOST IMPORTANT PERSON IN YOUR BUSINESS...



A COMPLETE LINE OF
RUGGED FRACTIONAL HORSEPOWER APPLIANCE MOTORS

is a *satisfied customer*! And one way to assure satisfied customers is to standardize on Packard Electric motors for your electrical appliances.

The motors built by Packard Electric have been well and favorably known for 37 years. There is no better fractional horsepower electric motor on the market. So, when you specify Packard Electric motors, you benefit in two ways: Your product will give your customers reliable and long-lasting performance; the satisfaction experienced by your customers will be reflected in greater acceptance for your product.



Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division
General Motors Corporation,
Warren, Ohio

"Task Force Ironrite"



Four Regional Sales Managers from the West (left):

Clarence Everett, *Western*
Jack E. Ricard, *Midwestern*
W. Frank Smith, Jr., *Southwestern*
Jack Moore, *North Central*

Four Regional Sales Managers from the East (right):

Frank Howard, *East Central*
Howard Honn, *North East*
W. P. Mills, *Middle Atlantic*
W. Frank Smith, Sr., *Southeastern*

In the front row, left to right:

Lorne Knister, *Treasurer*
Walter Turner, *Controller*
John H. Uhlig, *Secretary*
C. E. Mollhagen,
Executive Vice President
W. R. Dabney, *President*
Richard M. Gottlieb,
Vice President in Charge of Sales
D. V. Brondyke,
Assistant Sales Manager
L. E. Clancy, *Advertising and*
Sales Promotion Manager
Frank Hartlep, *Chief Engineer*
Frank Yenny, *Service Manager*

In the second row, left to right:

Ruth Crosby, Garnet Thomas,
Xina Peterson, Billie Imm, Mary
Lowish, Betty Hunt, Catherine
Carney, Florence Scott, Edna Mae
Wesala, Bernice Pfizenmaier, Alice
Alexander, Glenadyne Pierce,
Lucille Andes, Ruby Frank,
Norman Bodine.

In the top row, left to right:

Oril Sorby, Lou Brennan, Margaret
DeGroat, Ralph Smith, James
Kress, Richard Gant, Bruce
Boucher, Harry Duffin, Mary
Pickett, Faye Ingle.

invites you to join a crusade!

The people you see here* constitute the most dedicated appliance sales force in the U.S.A. And they want you to join them on a crusade.

They believe that their main mission in life is to emancipate the women of America from the most hated, tiresome, exhausting household job of all . . . tedious hand ironing. And they know that in the Ironrite Automatic Ironer, they have the appliance that can do the job.

You'll profit handsomely by joining "Task Force Ironrite" in this worthy movement. Read about what you get when you line up with Ironrite, below.

GENEROUS PROFITS—Big dealer discounts, to bring you a bigger dollar yield, with no trade-ins to water down your profits!

BIG VOLUME—Saturation of ironers is only 9.3%. Nearly 1600 sold in one month, in one city alone, recently. Nine out of 10 families are prospects!

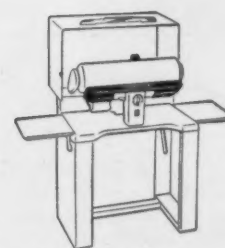
NO INSTALLATION COSTS—Take Ironrite into the home; plug it in. That's all! Cost of demonstration is far less than installation cost of most other high-ticket appliances!

DEMONSTRATIONS SELL—Statistics show that 6 out of every 10 Ironrites placed on free home trial, with free demonstration, stay in the home—sold!

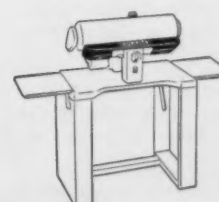
ADVERTISING SUPPORT—Sensible, planned advertising program, based on your local requirements and conditions, backed by national advertising in Ladies' Home Journal. You get TV, radio, newspaper—depending on a sound analysis of your market. Seasonal promotions, demonstrator training, merchandising assistance, etc., are all yours, with Ironrite!

IRONRITE FRANCHISES—Still available to qualified appliance dealers. If this sounds like a good deal to you, write today to: RICHARD M. GOTTLIEB, Vice President in Charge of Sales, Ironrite Inc., Mount Clemens, Michigan, or see your Ironrite Distributor.

* Know someone? Names are in panel at left.



New Standard Model 850



New Standard Model 800



New Standard Model 890

Ironrite . . . The appliance man's appliance

6 Steps to a sure sale



CAN YOU MAKE THIS ELECTRIC RANGE DEMONSTRATION?



1 Get a package of pancake mix, an aluminum griddle, a little water, some butter. Mix batter for two cakes.



4 Bake the second pancake. Make no adjustments to the element.



2 Turn on the element to the right setting for pancakes. Bake one cake and serve.



5 Show your customer the absolute uniformity of the two cakes.



3 Leave element turned on. Wait several minutes.

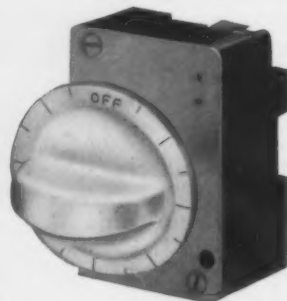


6 This is unequalled cooking uniformity. Ask for the order; you'll get it!

You Can Make This Convincing Demonstration . . . And Make More Sales If The Line Of Ranges You Carry Is Equipped With Proctor's Infinite Control Switch!

- Unlimited heat selection—not just 5 or 8 settings, but infinite!
- Absolute uniformity of heat!
- Entire element is under heat—not just outside or inside coil!

Tell Your Manufacturer How Important These Selling Features Are To You. He'll Listen!



PROCTOR

• THE APPLIANCE NAME YOU CAN TRUST

Equipment Division, PROCTOR ELECTRIC CO., 3rd Street and Hunting Park Ave., Philadelphia 40, Pa.

Economic Currents

CONTINUED FROM PAGE 50

Pontiac, Ford, Plymouth, and other leading makes have provided an enormous volume of work for companies making dies, jigs, fixtures and special machine tools. The electric appliance makers have had a similar expansion of facilities. Makers of synthetic fibers are increasing capacity to supply the new fashions in apparel. New, higher-powered gasoline requires more advanced refinery equipment. This has led the oil companies into larger outlays to modernize refineries. And so it goes, from industry to industry.

ADVERTISING STAYS HIGH

Contrary to previous experience (we've charted all the years since 1935), advertising expenditures have been higher this year than last, although business sales have been lower. Magazine and newspaper advertising, for example, are up 4 percent, according to *Printer's Ink*.

Perhaps the most spectacular effort in this line is the endeavor of New York City merchants to lure customers to their steaming metropolis between June 21 and September 1, for what is billed as a "summer festival." There are no flowers growing on Seventh Avenue, and no room for dancing on the streets, but the pitch is really on.

THE NEXT MOVE

With a sales effort of these dimensions, it may indeed be possible to improve the unit volume of retail sales—though a bit of price-cutting may also be necessary here and there. And such an improvement in sales over the next few months would clean up the last of the burdensome inventories and set the stage for a full-scale business recovery in 1955. This is what the more optimistic forecasters

are looking for. And the fact that, so far, sales promotion has worked very well lends support to their thesis.

At this point, however, it is well to remember the shock-absorber role of the federal government over the past nine months. How well the salesmen do still depends, in large measure, on how well government can continue to support the flow of income, in the face of what appear to be necessary declines in expenditures on defense products and defense-supporting plant and equipment.

The federal budget calls for a further cut of \$4 billion from the present rate of defense spending to take place by mid-1955. And the tax reductions proposed for the year ahead are not as large as in the past year. But there is still plenty of room for government action to maintain income. The expected increase in state and local expenditures, and in federal non-defense spending may offset all of the drop in defense—in which case, any drop in tax receipts will help offset lower business payments to consumers. Furthermore, there is plenty of time between now and the next session of Congress to consider programs for larger federal public works, and the need for expanded military and economic aid to Far Eastern nations.

Whether such federal action will be forthcoming is not clear at the present time. We are still unable to discover any federal programs near enough to actuality to reverse the down-drift in business over the months just ahead. But the record of the recent past is enough to demonstrate that in a sales-minded economy, a little government action to bolster incomes can go a long way toward stabilizing business activity. End

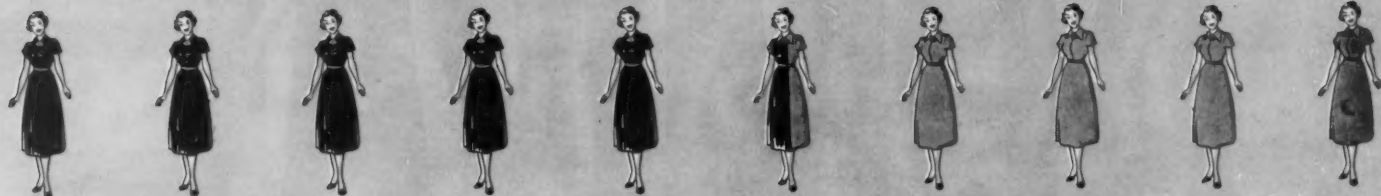


John P. Jones

"JOE'S NO FOOL!"

***56.3% Prefer Automatics**

***43.7% Prefer Wringer Types**



sell the

whole market
with America's Strongest
profit team

the ROYAL FAMILY
OF HOME LAUNDRY EQUIPMENT



Electrical Merchandising 1954 Statistical Report

● With nearly 50% of the washer market
a wringer market

- with the Speed Queen Wringer line universally rated as the strongest line to hit that market —
- and with the Speed Queen Automatic setting new high standards of washability and trouble-free dependability
- Speed Queen is obviously the most profitable and most balanced line to go after the **WHOLE** washer market. Get the full Speed Queen profit story!

SPEED

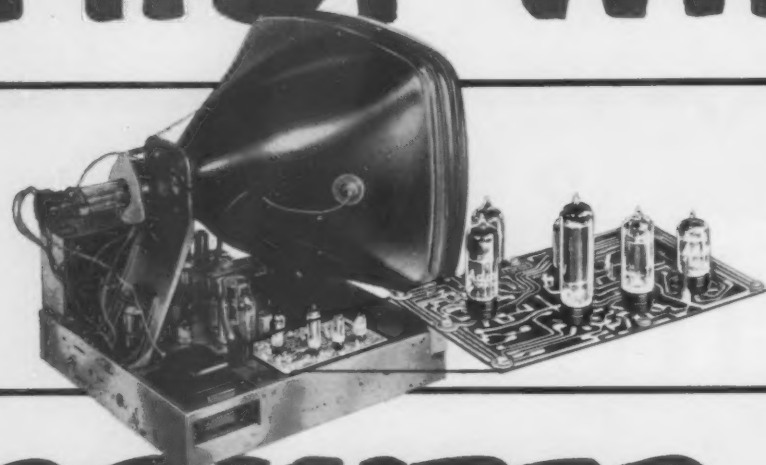


QUEEN

SPEED QUEEN CORPORATION, RIPON, WISCONSIN

ADMIRAL

First with New



New 20-Tube Advance Cascode Chassis

The industry's first chassis with a major portion of its circuit "printed" by automatic machines for uniform peak quality—set after set—eliminating chance for human error!

PRINTED CIRCUIT Television!

NEW 21" CONSOLE FEATURED IN NATIONWIDE AUGUST BILLBOARD CAMPAIGN AT \$199.95
SUPER POWERED WITH 20-TUBE "PRINTED CIRCUIT" ADVANCE CASCODE CHASSIS!

Admiral
BRAND NEW
1955
21" TV
CONSOLE



ONLY
\$**199**⁹⁵

21" Table TV
FROM
\$**159**^{95*}

21" Consoles
FROM
\$**199**⁹⁵

21" Combinations
FROM
\$**299**⁹⁵

... With 14 Feature-Packed Step-ups for Profitable Selling

**All with GIANT 21" Aluminized
Picture Tube, Optic Filtered**

Don't forget the Jumbo 27" Console at \$399^{95*} Aluminized and Optic Filtered

*Prices slightly higher South and West . . . subject to change without notice.

"Commercial Credit Plan is a real help to us and our dealers"

Says **MR. K. W. ORGILL**, Vice-President of **ORGILL BROTHERS & CO.**, century-old Memphis distributors for Admiral and other lines.

"THIS seems to be a particularly good time for us to comment on the **COMMERCIAL CREDIT PLAN**. Having just moved into our new quarters where we have over 600,000 square feet of floor space I'm reminded of how much we have benefited from our **COMMERCIAL CREDIT** connection during the past ten years. We chose **COMMERCIAL CREDIT** originally because of their national reputation and our favorable impression of their Memphis representatives. All of our dealings with **COMMERCIAL CREDIT** since then have been both pleasant and helpful. I'm sure our dealers would ditto this opinion."

COMMERCIAL CREDIT DEALERS ARE *Successful* DEALERS

Appliance dealers and distributors have learned through experience that they can look to **COMMERCIAL CREDIT** for financing that's flexible, dependable and complete. Ask your distributor for a copy of our booklet, "More Profits with Sound Financing." Or, call your nearest **COMMERCIAL CREDIT** office.



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore... Capital and Surplus over \$150,000,000... offices in principal cities of the United States and Canada.



Here's a successful new plan for

Selling Appliances to Utility Employees

In the twelve months prior to September, 1953, employees of Arizona Public Service bought only 291 major appliances—from wholesalers, through the utility all at fat discounts.

In the next five months they bought 516 appliances—all from regular dealers, all of whom got 90% of their regular list price

Behind this sudden upturn in dealer sales is "The Arizona Plan," a program in which the utility shares the cost and which makes every employee purchaser a booster for his local dealer

By **HOWARD J. EMERSON**

- A. Appliance dealers can sell utility employees profitably, and still grant them the "courtesy price" believed necessary by most utilities.
- B. An enlightened utility can, through the established appliance retailers in its territory, enable its employees to own and enjoy and promote the value of the modern electric appliances which it wants connected to its lines.

BOTH these statements are being proven today by 350 appliance dealers and their utility, The Arizona Public Service Co. Together, the dealers and the utility are working

a plan that has a good chance of influencing the thinking of utility management and dealers in those many areas of the country where utility-dealer relations are strained by the utility's insistence on getting employees appliance purchases from wholesalers.

The statements are best proven here by a quick resume of results—in dollar volume of appliance sales by dealers and in estimated annual revenue for the utility—before and after the Arizona dealers joined with their utility in the "Reddy Appliance Purchase Plan with Word of Mouth Advertising."


During the first five months of this

program, beginning Sept. 15, 1953, more than 350 established appliance retailers, participating voluntarily in the plan developed by the utility, sold 516 major appliances to 443 utility employees for a dollar volume of \$130,030. These dealers sold these appliances for cash in full, with no possibility of repossession, sold them without trade-ins, through a plan which gives the utility employee his choice of dealers, and which actively sets up the employee as a word of mouth salesman for the dealer with whom he trades.

Those sales represented to the Arizona Public Service Co. an estimated annual revenue of \$13,390.

During the twelve months prior to Sept. 15, '53, those 350 appliance dealers sold nothing to the utility's 2,100 employees through any arrangement with the company. Instead, during that period 229 utility employees purchased 291 major appliances directly from the local distributors or factory representatives, paying the wholesale cost of \$81,770. These purchases were handled for the employees by the sales department of the utility.

That volume of employee appliance sales from wholesalers during a full year represented to the Arizona Public Service Co. an estimated annual revenue of \$7,566.

MORE 
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First the Utility Sold the Idea . . .



TO DEALERS To inform them about the plan and its workability utility sales representatives called on 500 dealers like A. J. Sale (center) and George Barrows (right) of Barrow's Furniture and Appliances.



TO EMPLOYEES To encourage them to use the plan and buy from appliance dealers, promotions included meetings for firm's 225 supervisors like one conducted by residential sales manager L. H. Schaff.

Selling Appliances To Utility Employees (continued)

From these results it is easy to visualize the effect on local dealer-utility relations of such a cooperative program working to the advantage of both parties. Prior to this program, the dealers in Arizona were in the same position as thousands of others today in the territories of non-merchandising utilities—dealers who on one hand are being solicited for load building programs and on the other hand are being by-passed by the utility which practices trade-diversion through back-door, wholesale purchases of appliances for its employees. Today, the Arizona Public Service Co. is showing the way to non-merchandising utilities across the nation with a realistic program that establishes a mutually-profitable relationship which enables the utility, its employees and the established appliance dealers to work as a team in the development of the local electric appliance market.

In brief, the program that has been sponsored by the utility and accepted by nearly 400 dealers, is this:

For promotional purposes the program is titled "RAPP with WOMA", from the initials of "Reddy Appliance Purchase Plan with Word of Mouth Advertising."

Appliance dealers agreeing to co-operate with Arizona Public Service Co. in the RAPP with WOMA program offer any qualified utility employee a "promotional price", which is the established list price of the appliance less 10 percent credit for "word of mouth advertising." The appliance selected by the employee is purchased from the dealer by the utility, which pays the dealer in full on delivery. On reselling the appliance to the employee, the utility contributes another 10 percent for "word of mouth advertising."

Digested in those few words, the

plan might not be acceptable to most dealers. It could look too much like other employee discount programs requested of dealers by industrial firms, oil companies, telephone utilities, air lines, and others—except for the contribution being made by the utility toward the price of the appliance. Actually, studied in detail, it is one of the most carefully worked out plans ever presented in the appliance business.

Why Must there be Any Plan?

In presenting the RAPP with WOMA program to dealers in its territory through its dealer relation men, at meetings of the Appliance Merchandisers Association, and in an elaborate booklet sent to all dealers, Arizona Public Service explains:

"It is generally accepted as good business for a firm to permit employees to buy its merchandise or services at special savings to encourage their word of mouth advertising as an effective promotional medium. . . .

"As a public utility company, whose rates are under state regulation, Arizona Public Service is not permitted to sell its services to employees at other than established approved rates applicable to all its customers. Therefore, to make better salesmen of our employees and to enlist their enthusiastic help in promoting the sale of our services and your appliances, we have the following alternatives:

"1. Engage in direct appliance merchandising specifically to sell to employees and make it easier for them to have homes well equipped with a maximum number of modern appliances . . . OR

"2. Arrange with appliance distributors or factory representatives to make special savings available on appliance sales made directly to our employees . . . OR

"3. Develop a plan which will direct employee sales through retail appliance outlets to enable the dealers to realize a profit from such sales, and at the same time gain for themselves a booster team of Public Service employees who as utility workers are an influential group of appliance sales promoters!

"We have chosen the latter plan after testing the idea with dealers and employees throughout the company's territory . . ."

Why 10 percent from the Dealer?

The utility plan asked the dealers to extend a 10 percent courtesy credit to utility employees because of the value of word of mouth advertising based on personal experience . . . "the experience of using modern appliances in their homes, appliances purchased directly from you, delivered by you, installed by you, and serviced by you . . . this courtesy credit of 10 percent will be prepayment actually for the word of mouth advertising our employees will give your store and the appliances you sell them." To back up its opinion of the value of this word of mouth advertising, Arizona Public Service stated that it was so

confident that these sales of modern appliances to employees would create further sales to neighbors, friends and relatives that it " . . . would extend another 10 percent courtesy credit on appliance purchases." "We both participate in word of mouth advertising credit—you, the dealer and Public Service will reap dividends through our investment in this word of mouth advertising credit," it told dealers.

What impressed appliance retailers was the provision in the RAPP with WOMA plan that put word of mouth advertising into practice rather than leaving it as a pleasant theory. At the time an employee receives the 10 percent promotional credit from the dealer and 10 percent more from the utility, he receives 5 "Reddy Prospect Cards". On one side of the card the employee is advised "Put your word of mouth advertising to work! You've made a good buy with word of mouth credit. Now's your chance to earn it . . . sell a friend or neighbor on getting an appliance like yours. . . ." On the other side of the card is space for the employee to fill in the name of the prospect, the appliance, and the dealer from whom the employee purchased. The employee turns the card in to the utility business office or to his supervisor. One of the utility's sales representatives calls to "qualify" the prospect. If the prospect is valid a company prospect card is prepared and sent to the dealer.

Protecting the Dealer from Abuse

Dealers told ELECTRICAL MERCHANDISING that a purchase plan of this nature would have left them skeptical if there was no provision to keep Arizona Public Service employees from becoming discount "brokers". Dealers would have no part of a plan that enabled employees to buy at "promotional price", appliances for relatives, friends, neighbors. However, these dealers are satisfied with the provisions of the RAPP with WOMA plan that anticipate the possibility of abuses and set up safeguards.

After an employee has selected an appliance he must get the signature of his supervisor on a "Reddy Appliance Purchase Request" before the company will take any action toward buying the appliance for him. To get this signature, the employee must have been with Arizona Public Service Co. for at least six months, the company's records must show that he has not purchased a similar appliance through the company plan for at least five years, and the appliance can be used only in the employee's home. Small appliances having multiple use in the home are exempt from that provision. The utility advises its employees that "resale of any appliance within five years from the date of purchase through the company plan will automatically take away your privilege of participating in the plan." Should an appliance purchased under the provisions of the plan need re-

(Continued on page 62)



1 A list of 350 dealers gives 2100 utility employees like Alan Houle plenty of choice when they decide to buy an appliance.

The Plan Benefits Both Employees and Dealers



2 At the store of their choice, Barrows of Phoenix, Houle and his wife can, like any other shoppers, make a free selection from the brands carried.



3 Unhampered by brand or price restrictions salesman Carl Pipher is able to try for a sale that will be most beneficial both to the Houles and the store.



4 The employee price, 10 percent off list, is offered to the Houles by appliance manager George Carson only after Houle has shown his identity card.



5 For utility approval of the sale Houle must get statement that he's been employed six months, has not bought similar appliance in five years.



6 Actual purchase order is made by utility, which pays the member dealer list less ten percent then resells the appliance to Houle less another ten percent.

MORE ➔

Utility Employees Pay for Discounts and Service with New Customers



7 All utility employees who buy under the plan as Houles did get the dealer's regular services—post-sale demonstration, delivery, installation, etc.



8 Extra help, such as free financing of the sale, additional wiring or plumbing costs, is provided by the utility, helps to stimulate dealer sales.



9 In return for the 10 percent discount, the Houles have an obligation to the dealer—to advertise his store and his products to their neighbors.



10 When Mrs. Houle interests a neighbor in buying she and her husband fill out a "Reddy Prospect Card" for utility to pass on to dealer Barrows.



11 After qualification by a utility representative, salesman Pipher gets the new prospect—and perhaps another sale—developed by the Houles.

Selling Appliances To Utility Employees (continued)

placement within the five year period because of damage, or other legitimate reason, special permission would be granted after the appliance was examined by a utility official.

The 400 dealers who have signed up as participants in the RAPP with WOMA program would have been hesitant if they felt that the 10 percent promotional credit to the utility employee might be only part of the

favours, financial and otherwise, that would have to be given. Again, the utility tried to anticipate this situation. For example, the utility employee is told specifically: "NO TRADE-INS! Don't expect your dealer to accept trade ins. His promotional offer includes a sizeable credit for word-of-mouth-advertising and he is not expected to offer a further credit by allowing extra dol-

lars off on your old appliance. If you own another model of the same type appliance you're buying, you'll have to dispose of it yourself. Public Service sales representatives have explained the program to all authorized dealers and they are fully aware of the NO TRADE IN provision." However, the dealers may consider trades if they wish. One dealer told ELECTRICAL MERCHANDISING that he was asking utility employees about trades because so many of them are using the

easy payment provisions of the plan to buy the best models of appliances to replace appliances only three or four years old. "I can take that type of trade in and make money on it."

Along with the provision for no trade ins, the plan takes care of another situation in a manner that is helping the dealers enthuse. Suppose the dealer has a promotion going on, with one or more major appliances offered the public at a price below

(Continued on page 82)

The Dealers' Headaches Are Their Business



... AND ONE OF THOSE HEADACHES is the seasonal nature of air conditioner service work. President Max Schlanger and service manager Charles McCarthy of Metropolitan Service meet the problem by expanding their crews, scheduling their calls closely—and by working late at night during the hot weather.

In northern New Jersey many dealers and distributors have avoided headaches from air conditioner service by making use of an independent firm which has the manpower and know-how to meet the problem

By TED WEBER Jr.

THE scene above will be repeated many times this month at Metropolitan Service Co. in Union City, N. J.

It will be repeated because air conditioning is a seasonal business and Metropolitan has chosen to specialize in air conditioning.

Yet Metropolitan has never sold a room air conditioner and has no intention of doing so in the future. The firm is a specialist in only one phase of air conditioning—installing and servicing the units. Its customers are the dealers and distributors who sell the air conditioners and Metropolitan has no intention of competing with them for the sale of merchandise. That reflects the attitude of president Max Schlanger (left in picture above) who, although an independent businessman in every sense of the word, still feels that he's a virtual partner in the business of every dealer whose merchandise he services.

That's why you'll find little dealer resentment against Schlanger as an independent service contractor. (In some areas, dealers regard the independent contractor as a prop for discount operators who cannot provide their own service.) In the New Jersey area Schlanger has tackled an involved problem with as severe a seasonal peak as one can imagine. He has been so successful that many dealers (even those who do their own service on most other products) have chosen to let Metropolitan relieve them of their headaches with room air conditioner work.

Schlanger has earned a similar vote of confidence from distributors in his area and from manufacturers. He is an authorized factory repair station for a dozen brands and has worked with

almost every air conditioner distributor in his trading area.

Five years ago Metropolitan Service handled only television. In the five years since the firm began handling air conditioners as well, its volume in this field has increased steadily. This year Schlanger will install 4000 to 5000 units, many of them within a matter of weeks. To see how a specialist can solve a ticklish problem for a dealer, *ELECTRICAL MERCHANDISING* on the following pages shows how Metropolitan handles its air conditioning work.

The Problems

During the last week in May Metropolitan was coasting. None of the 10 crews then on the road was working at full capacity and only "extra work" (re-installing units removed for winter storage and checking up on other units left in the window during the winter) kept them as busy as they were.

One week later Metropolitan was scheduling 75 to 80 installations per day.

That's the crux of the problem faced by any firm specializing in air conditioner service and installation.

It would be a simple matter to hire enough men and provide them with enough equipment to meet the requirements of the summer-time peak. But it would be a near miracle to integrate such an expanded organization into a year around business. Yet the air conditioning specialist can't start from scratch every spring and build up an organization for the summer peak demand, then

disband his organization in the fall.

Nor is this seasonal problem the only one facing a firm operating in a broad metropolitan market like northern New Jersey. Schlanger must cover six counties if he is to be able to handle installations for larger dealers who sell throughout the area and for distributors who cover the entire area.

Enough men—and in the right places. Those are Schlanger's special problems.

Solving the Problems

Schlanger and his service manager Charles McCarthy (right in photo above) have tackled these problems from several angles. No one approach alone would have solved their problems but taken together they have made it possible for Metropolitan to handle the unusual demands made on the firm.

To begin with, Metropolitan's other service operation—on television—also has a seasonal factor. The TV work load drops somewhat in the summer months and to a limited extent this helps balance out the summer bulge in air conditioning work. Thus, Schlanger's regular air conditioning crews consist mainly of his TV technicians who have been additionally trained to handle air conditioning work as well. This isn't as tough a problem as it might seem. Schlanger says about 80 percent of the actual service calls on air conditioners are due to defects or failures in the electrical or control systems on the units. A trained TV man can be taught to handle these calls in a brief time. The few service calls which

MORE ➔

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BUSINESS originates with phone call from dealer, distributor or customer requesting installation or service on an air conditioner. Metropolitan has an eight trunk switchboard, keeps six girls available to handle incoming calls. On peak days they handle up to 300-400 calls.



SEPARATE JOB ENVELOPE is maintained for each customer. Information in the envelope provides Metropolitan with data on the type of installation required and billing instructions.



EARLY IN MORNING all calls received on previous day are handed out to Metropolitan crews. Since Metropolitan warehouses units for some dealers, crews must draw necessary units as well as parts from stock before beginning day's work. They'll be on road all day long.



BEFORE CREWS LEAVE a routing sheet is prepared in duplicate. Crew will carry one; Metropolitan uses the duplicate as a means of contacting crews if necessary.

THE DEALERS' HEADACHES (cont.)

do require a refrigeration specialist are handled by just such a specialist in the Metropolitan shop. The road crew pulls the unit and returns it to headquarters where the refrigeration man can work on it. As far as installations go, these too require relatively little additional training and a crew which can handle TV installations has little trouble in learning to work on air conditioners.

Even so, the summer time demands of air conditioner work would overtax Schlanger's facilities if he did not expand his organization. He has managed to build a good deal of elasticity into his operation by splitting each of his regular crews into two crews during the summer months. Each regular crew member then becomes a crew chief and college students are hired to fill out the crews as helpers. Thus, from a year-round staff of ten crews Schlanger can expand to fifteen or more.

Third, by having an organization this big, Schlanger is able to dispatch his crews more effi-

ciently. He has two to four crews working in each of the six counties he covers and calls for installation or service can be assigned to specific crews in specific areas, thus eliminating a great deal of travel time which a dealer with only one crew might be forced to waste.

Finally, Schlanger has managed to balance out his air conditioning load somewhat by promoting off-season services which include removal of units for winter storage and a 10-point spring check-up for units which have been left in the window through the winter.

Operating in this manner, Schlanger has been able to put air conditioning service on a paying basis. His techniques are outlined on these pages. Dealers may vary in their reaction to the Schlanger operation. Some may be able to adapt his techniques to their own operation. Others may decide that for this product, at least, independent contractors like Schlanger are the best source for service.

But regardless of their reaction, most appliance men will be able to appreciate the highly organized operation which this month is working almost around the clock—and making money too.



ON FOLLOWING DAY every job report is checked over by Schlanger himself. If he finds any work which has not been performed as specified or if customer complaints are received, serviceman must call back on customer, then call the dealer who sold unit and explain that customer is now satisfied.

Where's the Business Come From?

To the dealer, service and installation are a by-product of the sale of the merchandise itself. But to the independent contractor, service and installation are commodities which must be sold. To maintain a profitable volume of work,

Metropolitan is constantly selling its services. Most obvious means of doing this is attention to the work being currently performed. But, as shown in the pictures, Metropolitan goes further than this in building volume.



LETTER TO MANUFACTURER outlining Metropolitan's facilities and inviting inspection of the shop is dictated to Lee Cahill by Schlanger.



CALLS ARE MADE ON distributors to make sure they are satisfied with work. Schlanger here visits Bill Bartley and Tommy Hatfield (standing) of Igoe Bros.



NEW DEALER business is solicited by Al Silberfelder, shown here calling on Les and Milt Sacks of Sack's Boys in Jersey City.



VARIETY OF GIMMICKS as well as direct mail is used by Metropolitan to make sure customers remember firm. Dial for phone carries Metro's number.

Here's What Metropolitan Does For Dealers

1. INSTALLATIONS

The basic piece of work is installation and one year service. Most of this business comes to Metro from dealers and distributors (who in some cases act as an intermediary between the dealer who sells the unit and Metropolitan). Metropolitan will perform the installation within 24 hours after the call is received, even at the height of the season. Normal charge for installation and one year's service ranges from \$27 to \$35. This is based on a "normal double-hung window", which is the description 90 percent of purchasers give dealers. In many cases the window isn't double-hung and the installation is far from normal. In such cases the customer is told that there will be an extra charge for the installation and unless the dealer has specifically informed Metropolitan that he will assume the extra charges, the customer is billed for the extra work.

In some cases Metropolitan performs only the installation work, since the distributor or manufacturer may insist on servicing the unit. Installation only is charged at the rate of \$20, and extra work is billed directly to the customer.

2. SURVEYS

Having lived through four seasons of working with air conditioners, Schlanger has run up against his share of difficult installations and jobs where the unit sold is either too big or too small for the room. To avoid such situations Metropolitan recommends that a complete survey of the premises be made before the sale is completed. Metropolitan's refrigeration specialist, Warren Bennett, handles this job.

3. SERVICE

The peak demand for service comes, quite naturally, during the summer months. Even so, Metropolitan handles such calls within 24 hours. A serious complaint (no refrigeration, for ex-

ample) takes priority over less serious complaints (unit is noisy). Out of contract repair work is billed on a basis of \$4 per team hour plus parts. On work which involves hermetically sealed units the base charge is \$25.

4. NON-SEASONAL WORK

All of the work described above reaches a peak in the hot weather. In an effort to round off its work load Metropolitan has been promoting two other services—a storage plan and a 10-point check-up.

At the end of the season all of Metropolitan's customers are sent direct mail describing the storage program. For \$39.95 Metropolitan removes the air conditioner from the home, stores it during the winter, oils it and checks it before re-installing.

Last year about 300 customers took advantage of this offer. But the rest of the owners on Metropolitan's mailing list had not heard the last from the firm. During the winter they were contacted again by mail with an offer for a 10-point check-up for \$10.

End



1 OPENING CALL is made by partner Shelley Pizer. In prospect's old kitchen he creates a desire for a new one with manufacturer's literature, sample plans and photographs.

Taking prospects to see completed kitchen jobs in customers' homes is, for Roberts Kitchen Mart, Chicago, the way...

They Make

"**W**E figure that in about a two-year period, each installation job of ours will bring in two-and-a-half more kitchens." This is the statement of Bob and Shelly Pizer of Roberts Kitchen Mart, Inc., Chicago, who have found that their best salesman in the kitchen specialty business is the completed kitchen itself. The pride of new customers and the interest of the prospect, have been brought together as a regular part of the Pizer sales routine.

"We make up a list of completed jobs close to the prospect's home, say about six, and let the prospect pick out the one she wants to visit," says Shelly Pizer. "Most of the time we make an appointment with the owners, who do not mind. In fact, they like to show off their kitchen." Many times the salesman on the call makes an excuse "to get something from the car", giving the two families a chance to talk alone. Of course, when you do this, you need a good product and a well done job.

Because of this procedure, plus the fact that 75 percent of the leads come from referrals, the Roberts operation

tries to do the top job on installations. They back up their jobs with almost unlimited service, follow up trouble calls immediately and put almost no time limit on service. Their main angle is to keep the kitchen sold. Seven installation men work from three trucks; complete the average job in just three days.

Remodeling Is Their Market

Remodeling is the main part of their kitchen business, adding up to 85 percent of the total volume. While the brothers call this field more challenging, they also point out that it is more profitable. Working with builders or on project operations cuts the profits too slim, they figure. And when this happens, the volume must go up. But they have found that remodeling will give them the profit they desired without the added burden of too high a volume. The remodeling market in Chicago is almost untapped, according to Shelly, who figures it is about 10 percent saturated. A poor prospect in the kitchen field, he states, is one whose kitchen is less than 10 years old.

The sales routine of the Pizers is simple (see pictures). It could be done in four calls, but actually it varies with each individual prospect and some may run into six or more visits. First is the home call, during daytime, which is made to qualify the lead. They sell the desire for a new kitchen and measure the existing one for a rough plan. Second on the list is a visit to the completed job chosen by the prospect. An appointment is made so the prospect can both see a kitchen installation and chat with its proud owner, usually with a salesman along. Third is the store appointment, often in the evening when both wife and husband come to the store. Final and crucial one is the home call for the okay on the final plan (with changes and modifications) and the signing of the financing.

Follow Through Important

Both Bob and Shelly are active in the selling, along with their two outside salesmen. All of them follow through on a sale and are personally responsible until the job is completed. Both salesmen work on a percentage

basis, getting 33 1/3 percent of the gross profit.

Working With Title 1

Although many of the sales are made for cash, about two-thirds of the volume comes in through use of FHA Title 1. "We like FHA better," say the brothers for the simple reason it is easier to sell. FHA demands nothing down and about \$5 interest per hundred per year.

"The guts of the thing," says Bob Pizer, "are the three papers to be signed . . . the sales contract, the Title 1 credit application (FHA) and the promissory note." An additional (and equally important) paper is the certificate of completion which can only be signed when the job is done. The store then gets its money for the job and there is no recourse on the financing.

Finding The Prospect

Finding the kitchen prospect takes many avenues for the Chicago firm, but about 75 percent of the leads come from referrals or radiation. They (Continued on page 93)



2 REAL ACTION begins when Pizer starts measuring old kitchen and prospect begins to visualize how remodeling will improve it. At this point Pizer makes appointment for husband and wife to see the completed job shown on opposite page.



3 STORE APPOINTMENT, which follows visit to a customer's home, is made for the evening. Here Pizer presents the new kitchen via floor plans and models, makes any modifications and settles the question of price.

Kitchens Sell Themselves

By
N. BLEECKER GREEN



4 CRUCIAL POINT in the sale is signing the order. It's usually done at the prospect's home, involves FHA financing two-thirds of the time. Three papers are involved: Title I application, promissory note, sales contract.



5 CONSTANT CHECKUPS during construction and callbacks afterward insure the perfect jobs and the satisfied customers that keep referrals coming and make possible the customer visits that sell more new kitchens.



BEFORE THE SALE: Gilliam makes an on the spot survey to make sure that the heater the customer has selected will be adequate for her needs.



AFTER THE SALE: Serviceman makes adjustment on a unit in a customer's home. Details like these are vital because there's . . .

No Shortcut to Success

This small town dealer says that success in the space heater business depends on selling the customer the proper unit, making sure it is installed properly and seeing to it that it keeps working.

IT would be easier to sell space heaters without a pre-installation survey of the room.

It might be easier to sell them if you didn't insist on permanent installations for each job.

And it would be an easier life if you didn't make installations at the convenience of the customer and maintain a trained service department.

Larry Gilliam of Walled Lake, Mich., will admit all those propositions. But he won't accept any of them for he is convinced that his success as a space heater dealer is dependent directly on offering real services to his customers.

Here's an outline of the services Gilliam, who's been selling space heaters for 19 years now, offers his prospects:

Selling the Right Unit. Walled Lake is a small town (population is

450) and Gilliam knows many of his prospects intimately. Thus, he doesn't have to make on the spot surveys to check their needs before selling them a space heater. But on 15 to 20 percent of the sales he goes out to the home to make a personal survey. He checks obvious things like room dimensions, construction and insulation. He also checks factors like the age of the people who will be using the heater (older people want more heat).

Proper Installation. Gilliam makes a profit on the fuel supply tank and piped-in installations but that's not the reason why he insists on this type installation. He knows full well that many people hate to go out late in the evening to get another can of oil and he knows that often the man in the house is so busy that he throws this oil-chore to his wife. Beyond

that, when properly installed, the unit can be almost completely forgotten. He makes it a point to tell the prospects how he leaves a heater going all the time in his fishing cabin located some distance from Walled Lake.

Convenient Installation. The customer's convenience is of paramount importance in arranging an installation. If a customer wants the unit that night (even if it is 6 p.m. when he decides to buy a heater), Gilliam puts it in for him.

Good Service. Good service is "the big secret in our success", says Gilliam. An adequately serviced heater produces leads for other heater sales and also for other appliance sales. Gilliam charges about \$3.50 for each service call. Heavier charges defeat your purpose in offering service, says Gilliam, but it's necessary to charge

enough to just about cover your costs.

All these practices are reasons why Gilliam can sell about 80 heaters a year in a town as small as Walled Lake. Most of the selling is done in the store. Gilliam runs between 16 and 20 ads a season on heaters, beginning them in mid-September. Direct mail begins in August. No real selling push is made until September because the firm has found that the dollar-volume per sale is higher if you wait until then to start selling. Because of his reputation for service, Gilliam can avoid price concessions by pointing out that he can't cut price and provide service at the same time.

About 40 percent of sales now involve trade-ins. Many of them can be fixed up cheaply and resold, sometimes as a second heater in a home. Units which require a considerable amount of work are scrapped.



A SPACE HEATER sale begins on the sales floor of Larry Gilliam's store in Walled Lake, Mich. Gilliam is careful to go over details of the unit's construction for prospects.



IMPORTANT POINT in Gilliam's pitch is that with a permanent installation a space heater becomes virtually automatic. He shows the prospects the location of his cabin where heater is kept running all the time.



WILLINGNESS to make installations at the convenience of the customer is trademark of Gilliam's operation. Here, even though it's almost closing time, Gilliam promises installation within a matter of hours.



PERMANENT INSTALLATIONS with outside fuel supply are sold as part of every job because Gilliam knows convenience of not having to carry fuel to heater will contribute to customer satisfaction.

END



1 WHEN INITIAL plans for the 1954 laundry show were completed appliance distributors drew for coveted display locations for their participating dealers.



2 ADVERTISING details for the Laundry Show are worked out by Dayton promotion representative and Artkraft Sign Company's W. Boughton.

*From the 12 pictures on these
three pages you will see why...*

This Laundry Show Provided 5180 Leads

When the Dayton Power & Light Co. and its distributors and dealers stage one of their five annual lobby shows it is an honor to participate and a requirement to profit—one good reason why saturation in the area is so high

THE pictures on these pages illustrate a laundry show held by Dayton Power & Light Company for distributors and dealers in the area it services. As Dayton's promotion manager, G. W. H. (Bill) Allen, says, "Everybody wins, including the customer, and we build up goodwill that pays and pays."

The utility serves an area that stretches over 24 prosperous counties and some 6,000 square miles of western Ohio. Scattered throughout are 372 independent dealers who have learned to lean heavily on Dayton's energetic staff. Although Dayton sells electric water heaters, dryers and ranges only in the rich, rural sections of its far-flung area, it helps all dealers promote and sell all appliances through display shows in urban area.

Directed by Bill Allen, the shows have helped boost sales and have developed consumer-confidence in the

utility as a source of information and advice. Allen says the shows cost Dayton about \$25,000 yearly and are built around five seasonal promotions held in the spacious lobby of the home office. The shows feature refrigerators and home freezers; laundry equipment; ranges; room coolers; fans and television; and small appliances. In addition, Dayton stages 17 regional shows and enters 13 county fairs.

How the Shows Work

First move is a meeting called by Bill Allen and attended by his promotion department and the distributors' sales executives. Allen outlines the plan, discusses the advertising and other phases of the promotion; the distributors' job is to line up his dealers, prepare the display and assign booth time.

Good and complete utilization of booth time is considered so important

by Dayton that distributors are urged to dock dealers who aren't punctual and to award cash prizes to those showing the best records of promptness and selling.

Distributors, of course, select the best and most aggressive dealers in their territories who draw lots for booth position. After the show, registration cards are evenly divided among the participating dealers and both the distributors and Dayton check them periodically to make sure that all leads are followed and converted into sales wherever possible.

Although the shows are designed primarily to stimulate leads for outside follow up, some sales are made right off the floor. At the February Laundry Show this year, for example, orders were closed for 37 automatic washers, 14 wringer type washers, 12 clothes dryers and nine ironers. In addition, 5180 leads were produced

from an attendance of 7,500 visitors.

Each day of the laundry show a case of Tide was given away as a prize and each daily winner competed for the grand prize—a clothes dryer of her own brand choice.

Dayton's promotion department works closely with the home economics department and has at least one home economist working on dealer home calls. The demonstrators show appliances either in the home or on the floor of the dealers' stores.

Some measure of the success of the shows may be drawn from the percentages of saturation in the Dayton service area: washers, (93 percent) compared to 78.5 percent nationally; ironers, 12 percent against 9.3 percent nationally; dryers show 8.2 percent, well over the 5 percent national average; and water heaters are off somewhat with 12.6 percent saturation compared to 14.7 percent nationally.



3 WHEN promotion plans are set, distributors show dealers around the show floor. Here they look over the washer-dryer display.



4 A DISTRIBUTOR moves in his display appliances and sets them up next to a stack of Tide, offered as a daily prize.



5 NEWS about the show gets to the housewife through advertising in four newspapers, radio and TV outlets, car cards, mailings and outdoor signs.



6 SHE comes in to look around, pick up a free box of Tide and take a chance on the daily drawing for a full case of the detergent.



7 A DEALER (left) gets some useful selling hints from a distributor representative in presenting the Maytag line.



8 DAILY award winner of a year's supply of Tide enters her name for the Grand Prize drawing—a 1954 dryer of her own brand choice.

MORE ➔



9 THE MAN on the street TV show stopped passersby, handed out free boxes of Tide and helped attract traffic to the show. Later winner was announced.



10 GRAND PRIZE winners are shown accepting coupon from Dayton's promotion representative, Walter Smith.



11 HARD WORK pays off for these salesmen who receive cash awards from Bill Allen for outstanding performance in booths.



12 AFTERMATH of the show ranks high in importance as promotion man Phil Deger (left), follows up registration cards with help of dealer Harold Rice.

A SALES TRAINING PROGRAM THAT WORKS

When sales training courses held in Dayton Power & Light Company's auditorium drew a miniscule attendance and even less interest, the company moved its classes right into the dealers' stores.

For three years, the utility tried unsuccessfully to attract dealer-salesmen to evening sessions conducted by Dayton personnel in the home office building. Men were reluctant to give up leisure time and most sessions looked something like the "before" picture shown at the right on this page.

Last September the training courses were started in dealers' stores, still conducted by Dayton

personnel and some distributors. Hours were moved up to 8 to 9:30 A.M. one morning a week for six weeks. Attendance, of course, leaped to nearly 100 percent and interest and enthusiasm grew with the crowds.

The classes follow the E.E.I. training course and are augmented by slide films from NEMA or manufacturers. Dayton figures that, although this may be a slow method of covering all the dealers, eventually all salesmen will have taken the primary course. This will be followed up by an advance course patterned after the training Dayton gives its own salesmen.



BEFORE Dayton Power's new program, educational meetings looked like this.

AFTER the inception of the plan salesmen began flocking to training sessions.



End

ONLY LEWYT HAS THESE 7 GREAT ADVANCED FEATURES!

*-and features
sell appliances!*



Listed by
Underwriters'
Laboratories

DO IT with
LEWYT

World's Most Wanted Vacuum Cleaner

Also sold through leading Canadian Distributors

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-8, 84 Broadway, Brooklyn 11, N. Y.

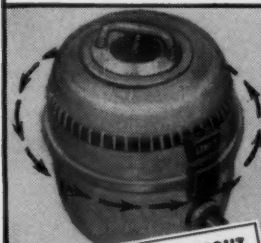
ELECTRICAL MERCHANDISING—AUGUST, 1954

cleans rugs 4 ways at once!



With every easy stroke of Lewyt's No. 80 Carpet Nozzle
rugs are COMBED, BRUSHED, SURFACE-CLEANED and DEEP-CLEANED!

Only Lewyt's amazing No. 80 Carpet Nozzle has an automatic comb-valve, adjustable Fuller Brush *plus* 2 kinds of suction both more powerful than an upright! At every stroke, all 4 cleaning actions go to work—*automatically*!



**ROTATES WITHOUT
LOSING SUCTION!**

Pivots on base for round-the-room cleaning! No "swivel-top" to jam, leak suction—won't tip!



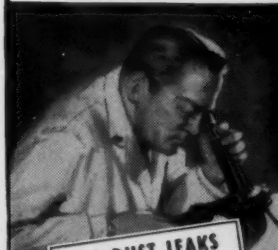
**HOLDS MORE DIRT
IN ACTUAL USE!**

No dust bag to empty—toss out "Speed Sak" a few times a year! Largest operating dirt-capacity!



**NO ROAR—IT'S
QUIETEST OF ALL!**

Peripheral-Silencer hushes powerful over-size motor to gentle hum! No roar, to fray your nerves!



**NO DUST LEAKS
BACK INTO AIR!**

Filter System traps dust even smaller than 4/100,000 of an inch! Preferred by hospitals!



**DIAL EXACT
SUCTION!**

Just like ironing, you can turn finger-tip dial to "wool rugs", "cotton rugs" or "drapes!"



**FLOOR TOOLS
ARE ALL METAL!**

Built for years of rugged use, they're tough yet light die-cast aluminum—not breakable plastic!



ELECTRICALLY OPERATED door to Marsolek's TV service station in Denver, Colo., admits customers bringing their own TV sets for repairs.

Drive Right In For TV SERVICE



INSIDE the converted garage, service men work on sets. If trouble is not serious repairs can be made while customer waits. Here a serviceman makes out a repair ticket.

CONVERTING a former automotive service garage into a convenient drive-in television store has meant a lot of additional profit for Paul Marsolek in Denver, Colorado.

Marsolek has been an appliance dealer on Denver's busy East Colfax street for eight years. When TV hit the Colorado capital, he was able to shift into high gear and to hit TV as a result of carefully integrated planning and volume. Already completely departmentalized, with separate radio, major appliance, small appliance and service department, Mar-

solek's took the switch-over to television in stride, with the emphasis on convenience, swift service, and "comfort" which gave the store a leg-up on sales of better-priced video sets.

While setting up franchise arrangements in late 1951, and laying the groundwork for future service and advertising, Marsolek was struck by one outstanding fact—that most of the stores which would compete with him in television retailing were located in the crowded downtown district, where parking is at a premium. Denver's population jumped from 350,000 to over 650,000 since 1946 and the city

has parking problems scarcely matched anywhere else in the country. Without sacrificing traffic, he felt, it would be possible to set up a drive-in store permitting customers to bring their automobiles inside in any type of weather whether the purpose was television service, radio service, buying, or merely looking.

All of these purposes are met by the Marsolek No. 2 store, located some 15 blocks away from the parent showroom, but likewise in the center of a heavily populated, steadily trafficked shopping area. The building, a standard center-drive garage with

commanding display visibility either way, was remodeled some time ago to fit neatly into Marsolek's TV sales policy. With a 150 foot frontage, the garage included an 18-foot-wide drive, electrically-operated overhead doors and a reasonably attractive interior which could be transformed into television service and sales departments without incurring heavy expense.

The arrangement incorporated a complete radio and television service department, with parts sales counter, cashier's desk, repair benches, etc., on

(Continued on page 94)



CONFIDENCE BUILDING part of Marsolek operation is to invite customers to watch repairs in process. Service benches are in full view of store's customers.



SHOWROOM is located immediately to the right of driveway entrance and its convenience to driving shoppers has been one of big factors in building volume.

THE NEW DOMINION AUTOMATIC FRY-SKILLET

TURN THIS PAGE FOR NEWS ABOUT THE HOTTEST
NEW APPLIANCE YOU'VE HAD IN YEARS! ▶

COOKS EVERYONE

Introducing the ALL-NEW

Dominion

ELECTRIC-AUTOMATIC

FRY-SKILLET

COMPLETE WITH COVER

Here's a real money-maker from Dominion . . . with a waiting, ready-to-buy market for this sensational, new fully-automatic Fry-Skillet.

Feature it for Fall in your window and on your counter for heavier store traffic, new sales stimulation, bigger profits. There are busy days ahead for Dominion dealers. Get in now—the selling's wonderful!



No other appliance does so many cooking jobs so well!

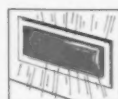
- IT FRIES
- IT STEWS
- IT BRAISES
- IT BAKES
- IT DEEP FRIES
- IT CHAFES
- IT GRILLS
- IT CASSEROLES

Check these customer-exciting DOMINION FEATURES



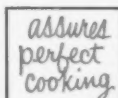
FINGERTIP TEMPERATURE CONTROL

Complete Temperature range from "Simmer" to 420°.



JEWEL SIGNAL LIGHT

Eliminates guesswork. Automatically tells you when skillet reaches controlled heat cooking temperature.



CONTROLLED HEAT

Automatically makes good cooks even better. Keeps foods from sticking, burning, drying out. Assures perfect cooking every time

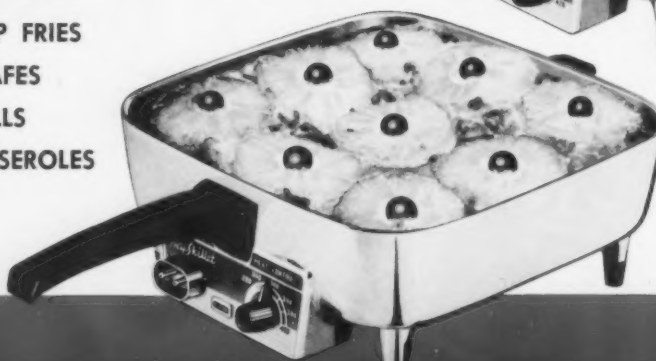
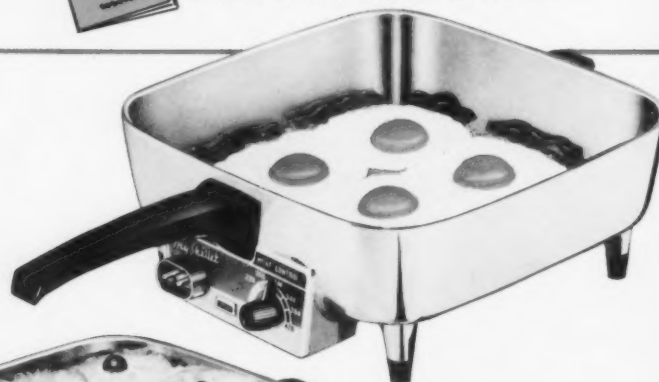
- Plugs In Anywhere—At The Table, On The Patio, In The Living Room
- Family-Size 3½-Quart Capacity
- Extra Assist Handle Opposite Main Handle



Plus

FREE RECIPE BOOK

Meal-planning cook book packed with tempting recipes, illustrated in full-color.



COOKS EVERYTHING FROM A PERFECT
BREAKFAST TO A COMPLETE DINNER
...With controlled heat!

REPLACEMENT OR REFUND OF MONEY
★
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

UL



MODEL 2201
RETAIL PRICE—ONLY

\$22⁹⁵

Cover included
at no extra cost

TO HELP YOU SELL!

Get these **FREE** sales aids
from your Dominion distributor



**NATIONAL
ADVERTISING**

Full-page in full-color November issue of *Living For Young Homemakers*.



**POINT-OF-
PURCHASE**

Full-color counter display with illustrated features and cut-out for skillet.



**COUNTER
CARD**

Beautiful easel counter cards with mounted reprint of national advertisement in full color.



**AD
MATS**

Effective newspaper ad mats to help you tie in with Dominion's national advertising.



**CATALOG
SHEETS**

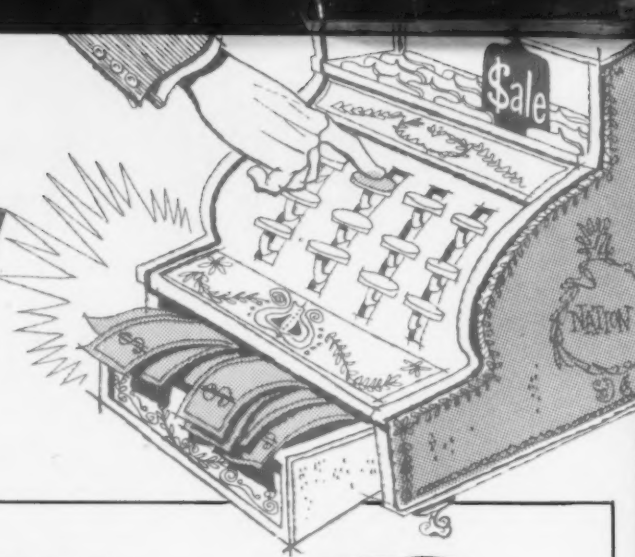
Colorful sales sheet, fully illustrated, packed with selling tips to build sales.



**WINDOW
BANNER**

Eye-catching banner for your wall or window to close more skillet sales.

Ring up more and bigger sales with these other **NEW** DOMINION "Best Sellers"



DOMINION 1604 *Automatic, all-chrome* **COFFEE MAKER**

Brews 4 to 10 cups. Makes instant coffee, too. Fully automatic. Large, easy-to-clean well. Signal light. Flavor regulator. Cup markings. No-drip spout.

\$2150



DOMINION 1531 *Large Double Duty* **HEATER and FAN**

New aerodynamic design for greater air flow. Three-position, rotary-type switch. Finger-tip tilt mounting controls air stream from vertical to 10° below horizontal.

\$2395

Denver & West \$24.95

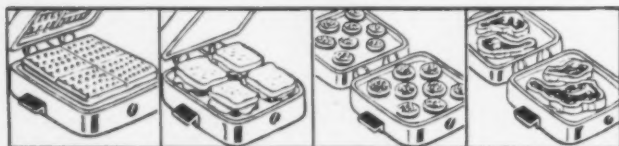


DOMINION 1311 "Grid-O-Matic" **AUTOMATIC TABLE COOKER**

With Revers-O-Grids

Four appliances in one. It bakes, toasts, fries, grills. Fully automatic. Chrome plated. One set of exclusive Revers-O-Grids does the work of two conventional grids. No extra grids to buy or misplace. Has 162 sq. in. of cooking surface, toasts four sandwiches at a time. Finger-tip heat control. Signal light. Expansion hinges.

\$2495 Denver and West \$25.95



BAKES

TOASTS

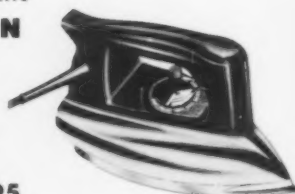
FRIES

GRILLS

DOMINION 1050 Automatic **STEAM AND DRY IRON**

Press like a tailor—effortlessly. Use as a dry iron, too. Uses ordinary tap water. Fingertip temperature control. Weighs only 3 1/4 lbs. Special button nooks.

\$1595

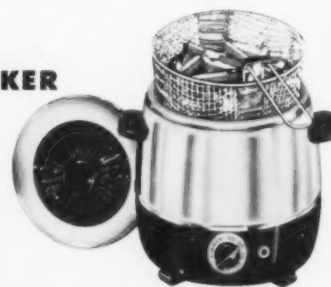


DOMINION 2103 *Automatic* **DEEP FRYER AND COOKER**

Two cooking appliances in one. It fries, it cooks, too. Chrome plated. Automatic control. Large fry basket. Easy-to-clean round well. E-Z Cook Guide.

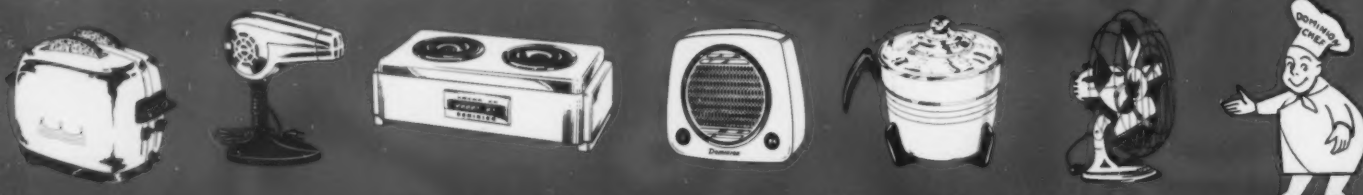
\$1895

Denver & West \$19.50



DOMINION ELECTRIC CORPORATION
MANSFIELD, OHIO

Printed in U.S.A.



INSIST ON THE BEST — BUY DOMINION



G-E motors put sales power into the appliances you sell

... displaying this tag puts that power to work

Today, many manufacturers are adding both quality *and* sales power to their window fans, air conditioners, ventilating fans, and similar products by powering them with General Electric shaded-pole motors. The compact closet furnace above, for example, is equipped with a G-E blower motor designed to run quietly and reliably . . . day after day . . . for years.

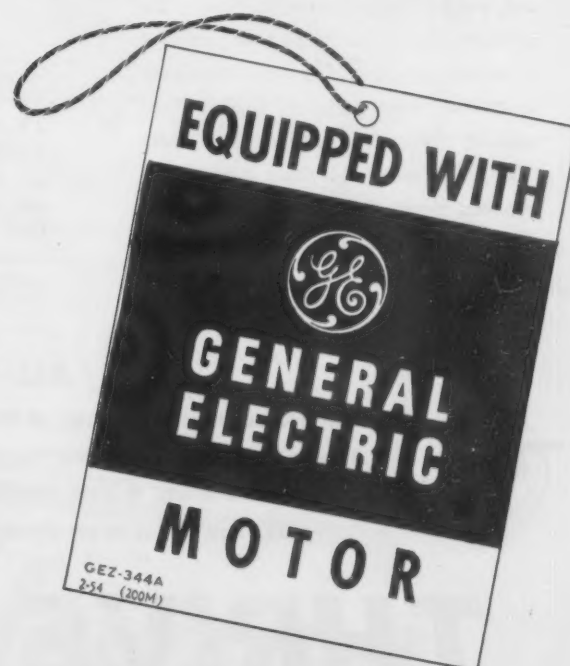
Your customers know that "G.E." stands for quality . . . and they are continually being "pre-sold" on G-E motors. When the products you sell are equipped with G-E shaded-pole motors, you can cash in on this buyer preference by displaying this tag which tells your customers that you take pride in the quality of the products you sell.

Specify "Equipped with G-E motors" on your next order and ask your equipment manufacturer for these tags . . . for the added sales power that moves good appliances faster. General Electric Co., Schenectady 5, N. Y.

704-36

Progress Is Our Most Important Product

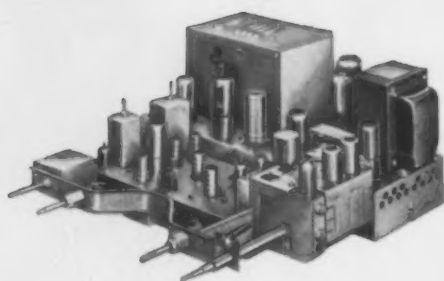
GENERAL  ELECTRIC



Bendix... your **PROFIT**

The line is short. The profits are long. The deal is big for you. A Bendix market for every dealer. A Bendix dealer for every market. Bendix is the line that means profits.

EXCLUSIVE FEATURES YOU CAN DEMONSTRATE



LONG DISTANCE TV

This is the Bendix TV that doesn't care where a customer lives! It's a new power house chassis. Features a new long distance tuner. New improved, more powerful tube types. New, increased stability in horizontal and vertical output circuits. Here's the set that solves your fringe area problems . . . all along the line. New circuits designed to receive weak signals and amplify them without distortion . . . allows Bendix "Long Distance" television to produce excellent results from stations across the state, across the county. This too you can demonstrate and prove . . . that this is one set that doesn't care where you live!



HI-DIAL

All tuning dials are at the top of the set. The most sensible design idea . . . since TV sets were made. There's no bend with Bendix. Controls are convenient for adults . . . inaccessible to curious tots. Controls can be hidden by the fold-down panel that adds beauty to this functional and handsome console. *This* you can demonstrate on the floor!



FRONT SPEAKER TABLE MODEL

Matching base with concert speaker

Gives table model twin picture-phonetic sound. Front audio in the set . . . sends sound directly, clearly to the listener. Not from around the corner. Matching base has speaker too. Variable tone control; gives customer full range of audio values. *This* you can demonstrate on the floor too!

ALL THESE FEATURES, TOO!



- Aluminized camera eye tube. ● High fidelity picture quality ● Noise interference rejection circuits.
- All wood cabinets . . . choicest hardwoods, mahogany or blond. ● Balanced sight and sound . . . sound up . . . picture down. ● VHF-UHF single knob illuminated tuner. ● 41 megacycles in every model.
- 4 stage IF. You've got to see these features . . . to believe them!



THRIVE IN '55 ...with

line in TELEVISION!

GET IN ON THIS BIG

BIG SUMMER PROMOTION

It's got everything!

INCENTIVE

FOR
CONSUMERS

INCENTIVE

FOR DEALERS
AND SALESMEN

INCENTIVE

FOR
DISTRIBUTORS
& SALESMEN

It's a complete package!
Window displays... radio
and television spots. Win-
dow display cards. Free
gifts. Just read the free
ad mat at the right. Send
the coupon!

BENDIX TELEVISION
Towson 4, Maryland

EM

Please rush me more information about this summer
promotion and name of nearest distributor.

Name _____

Address _____ Zone _____

City _____ State _____

Free ... OF EXTRA
CHARGE!

**SILVER
SERVICE
for 8**



\$59⁹⁵
Value

Just look! 52-pieces of superb
silverplated flatware! Made by one
of America's leading silversmiths. It's
the regal "Churchill" pattern and each
set comes with a 20 year guarantee certificate.
Just see what you get... free of extra charge
when you buy a beautiful big Bendix TV.

Free gift of imported gold trimmed bon-bon dish... just for getting a free demonstration.
• 16 teaspoons • 8 salad forks • 8 dinner forks • 2 Serving spoons
• 8 hollow handle knives with stainless steel blades • 8 soup spoons
• 1 sugar spoon • 1 butter knife

...WHEN YOU BUY A

**Bendix
TV**

PLUS
trade in allowance
up to **\$000**
for your old
TV set



PAY AS
LITTLE AS
\$000
WEEKLY

Bendix TV is built by the world's largest
maker of precision electronic instruments
in the world. It's the name millions trust.

Check These Bendix TV Features

- Long distance 2-speed tuner.
- 24-tubes! Not 15 or 17.
- All wood cabinet! Not plastic, metal or fabric.
- Available UHF-VHF.
- Long distance reception. Out-pulls... out performs. This set doesn't care where you live!
- Sound and sight design. Sight down... sound up.
- Available with twin Picture-Phonic sound.
- Trouble free Power House custom chassis.
- High-Fidelity Permanent Magnetic speaker.

Dealer Name and Address

Bendix Television

A PRODUCT OF BENDIX AVIATION CORPORATION • BALTIMORE 4, MD.

First Time Ever!

PORTABLE AIR CONDITIONER PORTABLE

WEATHERZONE
AIR CONDITIONER



*Just
plug
it in!*

Add PLUS PROFITS

TO YOUR PEAK SEASON

Fair traded . . . 49.95 with top mark-up! Or use as leader for all type air conditioner sales!



Pre-tested smash success in N. Y. department stores. No dials, no installation. Completely portable. Clean to stock, clean to sell. Consumer ads, displays, brochures make sure-fire package. Comes packed in colorful carry-out carton—ideal for quick cash sales—counter, floor display.

Full yr. warranty, UL approved. Operates standard AC. Get full details today!

IMMEDIATE DELIVERY

COMFORTZONE CORP.

22 Jericho Tpke, Mineola, L. I., N. Y. Ploneer 2-4411

DAYTIME COMFORT • NIGHTIME COMFORT • Offices, Hotels, etc.



Selling Appliances to Utility Employees

CONTINUED FROM PAGE 62

the "suggested list price", possibly set up with the idea of selling up prospects to more profitable items. Can the utility employee expect his 10 percent courtesy credit on those "sale items"? Arizona Public Service states in its agreement with cooperating dealers that: "If you're conducting a special sale, it's up to you whether you want to offer 'word of mouth credit' on the special price . . . employees have been informed that the promotional offer from you will be regular retail price less 10 percent credit. . ."

How about the employee's net price, about 18 percent below list, serving to "break the price structure" in the area? One of the most serious situations in the territories of utilities whose employees buy directly from wholesalers is the "word of mouth advertising" of the wholesale price among the friends, relatives and neighbors of the employees. That condition is establishing the wholesale price in the minds of prospects as the price at which they should be able to buy. It is sending prospects developed by the utility employee's purchase straight to the discount house or to a back-door distributor. If such prospects, knowing only the wholesale cost, go to a dealer they want a price so low that the dealer must either lose money or forever alienate this prospect.

Here is how the Arizona dealers are protected, as far as humanly possible, from having their price structure broken or having prospects encouraged to seek discount outlets. The final transaction with the utility employee is the sales order which charges that employee for the appliance which the utility has purchased from the dealer and is now reselling to him. On this order, at the top, stamped in red, is this specification: "QUOTE ONLY this RETAIL PRICE when discussing your purchase with others—\$—." In its promotional booklet instructing employees on the use of the purchase plan, the utility says: "When using word of mouth advertising, KNOW AND QUOTE the retail price of your appliance." Elsewhere it advises the employee "Remember, this is a plan for Public Service employees only! Keep the purchase details in your confidence . . ." and "respect the confidence Public Service and your dealer have shown in you . . . please, don't louse up the works!"

It is obvious that the plan proving so successful in Arizona can help, if only in a small way, to direct appliance prospects toward the established appliance dealer and away from the discount outlets. Those prospects close to a utility employee's family will know that the appliance was purchased from a dealer, delivered and installed and demonstrated by that dealer. In the areas where utility employees buy from distributors or factory branches, the employee must answer a friend's query with such hedging as "the company arranged a

special deal for me" or with an outright "I bought it at wholesale." In Arizona Public Service territory today an employee with a new appliance answers the question with the information that she bought the appliance from Mehagian's, Barrows, Ikard's, Culver's or one of the other established appliance retailers.

Utility Helps Employees Buy Dealers' Goods

In interviews with ELECTRICAL MERCHANDISING, dealers in Phoenix commented on a feature of the RAPP with WOMA plan that doesn't strike the observer who is first impressed by the idea of getting utility employee appliance purchases going through the local dealers at a profit. This is the easy financing offered by Arizona Public Service to its employees for both the purchase of appliances and for any wiring or installation costs necessary in the employee's home. Dealers agreed that this financing made utility employees much better prospects for appliances than the general public, and gave the dealer an excellent opportunity to sell up utility prospects to big ticket models or to multiple purchases (such as washer and dryer, or refrigerator and freezer).

In brief, here are the methods of payment arranged by Arizona Public Service to make it easy for employees to put modern appliances on its lines and to help dealers promote sales: (It should be remembered that the utility pays the dealer in full when the appliance is delivered, so the employee actually is buying from the utility.)

If the employee chooses to pay in cash within 30 days for his appliance he gets an additional 2 percent credit.

An easy payment plan with no financing charges is available to every employee with the only restriction being that his monthly payment cannot exceed 10 percent of his salary. The plan enables the employee to pay 10 percent down at the time of purchase and spread his payments as follows:

Unpaid balance	Payments spread over
\$25 to \$100	6 months
\$101 to \$150	12 months
\$151 to \$250	18 months
\$251 and over	24 months

The employee is advised that he can "buy appliances one at a time or lump several purchases together." Whichever way, his payments would be spread as shown above.

As a result of credits from dealer and utility plus no cost financing, the employee can make a \$275.00 (retail list) purchase with this result: the dealer extends a courtesy credit of \$27.50, the utility extends a credit of 10 percent of the net, \$24.75, bringing the price to the employee

(Continued on page 84)



Old Style "2D" Storefronts with Shallow Display Windows.

Look at the old store now!



New "3D" Visual Front that puts the whole store on display.

What a difference! That L·O·F Visual Front makes the old store new and modern . . . makes it stand out like a beacon to shoppers. It puts the *whole inside of the store* on display instead of just a few items in a window. It sets you apart from your competition. It *sells* for you, as a store front should.

And a Visual Front costs remarkably *little*.

Ask your local Libbey-Owens-Ford Glass Distributor for an estimate. He has a lot of experience with storefront work. He knows local codes and conditions. He can even

put you in touch with local architects and contractors who specialize in storefront work.

And he has this complete line of storefront materials:

1. L·O·F Polished Plate Glass.
2. *Thermopane** insulating glass to reduce steam and frost on windows in winter.
3. *Tuf-flex** Doors for unobstructed visibility.
4. Golden Plate to reduce fading of displayed merchandise.
5. *Vitrolite** glass paneling for exterior beauty.
6. Mirrors of L·O·F Polished Plate Glass to enlarge and brighten your store.
7. Storefront metals of all kinds.

Mail the coupon for your free copy of our booklet on Visual Fronts, and for the name of your nearest L·O·F supplier. *®



For a modern VISUAL **LOF** FRONT see your nearest GLASS

LIBBEY·OWENS·FORD GLASS DISTRIBUTOR

Libbey-Owens-Ford Glass Co., Dept. 8084.
608 Madison Ave.
Toledo 3, Ohio

Send me your booklet on Visual Fronts and the name of the nearest L·O·F Distributor

Name _____
(Please Print Plainly)

Address _____

City _____ Zone _____ State _____



Motor Repairman Finds Customers Ask For KLIXON Protectors

TROY, N. Y.: Kenneth C. Jolivette, president of the Tri-State Electric Motors, Inc., largest motor sales and repair shop in Northeastern New York State, is enthusiastic over the way KLIXON Inherent Overheat Protectors prevent motor burnouts.

"We handle many thousands of motor repair jobs every year. We've found Klixon Protectors prevent motor burnouts and keep our customers happy. In fact our customers are now beginning to demand Klixon protected motors."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2508 FOREST STREET, ATTLEBORO, MASS.

Selling Appliances to Utility Employees

CONTINUED FROM PAGE 82

to \$222.75—a saving of \$52.25. If he pays in full within 30 days he gets \$4.46 further deduction. If he finances over 24 months he pays \$22.28 down and approximately \$8.33 each month—saving the \$35.92 that would have been the interest, etc., if he had used the average appliance-manufacturer-sponsored finance plan requiring \$22.83 down on a \$222.75 purchase with payments of \$9.83 over a maximum of 24 months.

Do the Dealers Like the Plan?

The sales figures given in the opening of this article speak pretty well for what dealers think of the utility program—for dollar volume is a strong influencer, and these dealers had a chance to get nearly \$300,000 in appliance volume during the first year of the plan, compared to practically nothing from the same source during the previous year.

That the plan requires giving the utility employees a 10 percent "credit" bothers only those few dealers who feel that any arrangement guaranteeing a discount hurts the industry, and gives more strength to the demands of industrial, labor unions, buyers' clubs, and other groups demanding a prescribed discount under threat of boycott. ELECTRICAL MERCHANDISING found that, in practice, the 10 percent "credit" is not proving a handicap to the dealers, whether or not they get any referrals from the utility employees who buy from them. "After all," shrugged one dealer, "any customer can get at least 10 percent in one way or another—an over-trade, free gifts, buying only specials, free wiring, or maybe just because the prospect says he'll go to another store if he doesn't get 10 percent off." But, it was this writer's conclusion from talks with dealers in Phoenix that the majority would not have agreed to the 10 percent "promotional credit" if the utility had not come forward and volunteered to match the credit with an equal percentage in utility cash.

One dealer reports that the appliance business he gets from utility employees is more profitable because of an unforeseen reason: "Our service calls on appliances sold to utility employees are very few. We were amazed. We get practically none of the nuisance calls that cost us so much. Guess maybe the utility people just know more about appliances because of their jobs—or they feel they shouldn't bother us with some little trouble because we gave them a promotional price. It's clean business."

Are the Arizona dealers galloping off in every direction to promote appliance sales to utility employees? Frankly, a great many are not. But there are the usual notable exceptions that indicate that such a utility-dealer cooperative program can offer the ambitious retailer a wonderful opportunity to increase his volume. Much to the surprise of the local dealers, Sears' local management was able to

sign up as a dealer agreeing to grant utility employees the "promotional price". And when one considers Sears strength in such a predominantly ranching area, plus its prices less 10, less another 10, and no-cost financing—one doesn't wonder at the local gossip that infers "Sears is making a killing with this plan."

But Sears is not alone in profiting by the RAPP with WOMA plan. One of the largest appliance dealers in Phoenix took hold of the purchase plan in such a way and with results that would make dealers in other areas rush down to their utility and demand a similar opportunity. This dealer, unable to get a list of employees from the utility, put his staff to work on the city directory. From it he secured the names and addresses of Arizona Public Service employees. To them he sent a personalized letter reminding them of the RAPP with WOMA plan, pointing out that now they could get the same price when trading at the best store with the best lines and best selection. And he emphasized the store's reputation for service. The letter reached prospects at home where they would be confronted immediately with their present appliances, or lack of them. And, it brought the news of the plan to the attention of the wife. "We found many cases where the wife had not heard of this opportunity to buy appliances. The husband had been told by the company, but had forgotten or not considered it necessary to tell his wife," he reported.

Results? This writer saw a dealer's 6 months' file of orders from utility employees . . . it would choke a horse. In thumbing through these orders, the most amazing feature was the size of individual orders—scores of them in the \$500 to \$600 bracket, and a number up close to \$1,000. "And I got paid in full after each sale—no credit problem, no chance of repossession," the dealer commented.

Wm. Johnson, manager of the Appliance Merchandise Assoc., in voicing the enthusiasm of that dealer association for the RAPP with WOMA plan, points out that dealers in the small towns scattered through the utility's territory are particularly pleased with the plan. "Under the old plan, the utility employees' money was going into Phoenix to the distributors and factory branches. All the small town dealer got were the headaches when the employee wanted service. Now this little dealer can offer the same deal to a local utility employee as the employee would get in Phoenix, Mesa or Flagstaff stores. And he establishes a valuable relationship with the local utility employee—something much more important in the small communities."

The Utility Likes It

To the Arizona Public Service Co., the success of the RAPP with WOMA (Continued on page 90)

King Size Console
joins the
Hallicrafters Family!



ONLY
\$199⁹⁵

Mahogany
Suggested list price
One full year written
warranty on all parts.

In Mahogany or Blond



Hallicrafters King Size 21"
Table Model TV

Never before has there been a set in the Hallicrafters line that proved so popular, so quick. The reasons? It's light. Compact. Has 270 square inches of viewing surface . . . 20 square inches more than ordinary 21" TV sets. Aluminized picture tube. Powertronic chassis. Also available with All-Channel UHF/VHF tuning. In walnut, mahogany or blond. Full year written warranty on all parts.

Suggested list price **\$179⁹⁵**
walnut

Hallicrafters new King Size 21" Console
Makes Debut! 270 Square Inches of
Viewing Surface. Aluminized Picture Tube.

Here is Hallicrafters brilliant new King Size 21" Console with modern, brass tipped legs, powertronic chassis, built-in antenna. Available with All-Channel UHF/VHF tuning. Here is a set designed to meet competition in price . . . beat competition in performance. To get your full share of Hallicrafters KING SIZE profits, contact your local distributor today!

hallicrafters

4401 West Fifth Avenue

Chicago, Illinois

IT'S Arvin FOR '55

**Full
21-inch
TV
at the
lowest
price
ever!**



Arvin Rocket 21

**PENTHOUSE PERFORMANCE
AT A SUB-BASEMENT PRICE**

Here's the all-powerful leverage you need to pry loose plenty of new TV business in the present price-conscious market! Once again Arvin has crashed through with the right answer—a great 21-inch TV for less money than most 17-inch sets.

Check these important features:

- Compact size—21½" x 20½" x 17½"
- The front is all picture—full 21" screen
- Side-mounted controls within easy reach
- Handsome mahogany-finish metal cabinet
- 41.25 megacycle I.F.
- New type 0.6 ampere tubes with extra heavy-duty filaments designed especially for series operation
- Safety resistor eliminates power surge
- Five dual-function tubes in the 15 tube chassis provide performance equal to that of sets with 20 or more tubes
- Components with extra-high capacity insure longer life

Wrought-iron black
table, \$6.95

Prices are suggested retail
for Zone 1 and include
Federal Tax and Warranty.



Model 21-555TG
Rocket 21 Willow Green
Metal Cabinet, \$159.95



Model 21-557TM
Rocket 21 Mahogany
Grain Arvinite, \$169.95



Model 21-554KM
Rocket 21 Mahogany Grain
Arvinite Console, \$179.95

**WITH THE HOTTEST PRICES ON THE
TV SET YOU CAN REALLY SELL!**

Arvin Super-Custom Chassis

ALL-CHANNEL OR STRAIGHT VHF—MAMMOTH 21-INCH TUBE WITH 270 SQUARE INCHES PICTURE AREA



Model 21-551—smartly styled table model with FRONT ROW REALISM and all the superb performance expected from Arvin's famous Super-Custom Chassis. In blonde, \$229.95 or mahogany finish, **\$219.95**

Matching table available at extra cost.



Model 21-553—Arvin Super-Custom Chassis plus newest-type aluminized picture tube, twin speakers, and tinted safety glass. No finer table model at any price. In blonde, \$289.95 or mahogany finish, **\$279.95**

Matching table available at extra cost.



Model 21-550—A superb console in the sleekest of eye-appealing modern styling. Arvin's famous Front Row Realism is assured by the Super-Custom Chassis. In blonde, \$299.95 or mahogany finish, **\$289.95**



Model 21-552—Arvin's finest console, with Super-Custom Chassis, aluminized picture tube, twin speakers, tinted safety glass, casters and tilted audio panel. In blonde, \$339.95 or mahogany finish, **\$329.95**

No finer TV at any price!

Here's the BIGGEST 21-inch picture tube made—with a full 270 square inches of viewing area! Nobody—but nobody—can offer your customers more size in a 21-inch tube! And get a load of the selling power in these other Arvin features:

Arvin's Stepped-Up Picture Power produces famous FRONT ROW REALISM in any location, with automatic compensation for varying signal strength.

Arvin's Automatic Electronic Stabilizer locks picture in, locks interference out, prevents flutter and flopover.

Arvin's Full-Depth Automatic Focus delivers unequalled sharpness, permits individual adjustment for contrast, then maintains that adjustment automatically.

Arvin's Lifelike Linearity Control does away with distortion—circles always appear round—people always look like people. **Finest One-knob All-Channel Tuning** available in all models at \$30 additional.

ALUMINIZED TUBE, TWIN SPEAKERS AND TINTED GLASS

In addition to all the above features, Models 21-552 and 21-553 have the finest new aluminized picture tube, twin speakers for high fidelity tone, and tinted, slanted safety glass for easiest viewing! Secondary controls are concealed behind a decorative hinged panel. These new Arvin models are the absolute tops in TV quality and—at these prices—in TV value! Make them make money for you!

Radio & Television Division

Arvin INDUSTRIES, INC., COLUMBUS, INDIANA

*Prices are suggested retail for Zone 1
and include Federal Tax and Warranty.*

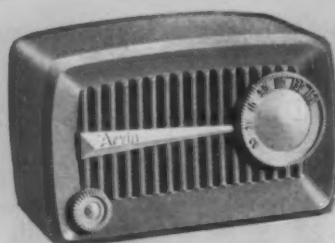
IT'S Arvin FOR '55

SURE-FIRE SELLERS IN EVERY STYLE,

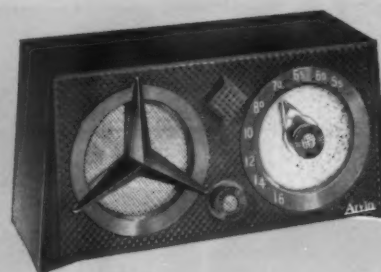
All these are NEW!



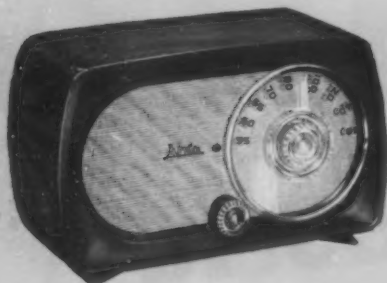
Brand new "Favorite", Model 842T—Unbeatable as a price leader. Unbreakable beige-and-ivory beauty with the kidproof, shatterproof durability that makes it a natural for youngsters. Over 3 million happy users! 4 tubes including rectifier; big-set tone quality. AC/DC superhet, **\$12.95**



New "Rainbow" in 6 colors, Model 840T—Coral, Bitter Green, Ivory, Citron, Cherry, Sandalwood. Shatterproof cabinet in new design and latest colors for bright accent anywhere, good listening everywhere. 4 tubes including rectifier. AC/DC superhet circuit. Amazing tone. **\$15.95**



New "Cosmopolitan" in 4 colors, Model 855T—Sophisticated new styling with gold-plated pointer, pilot light, and planetary drive tuning. Improved AC/DC superhet circuit with 5 tubes including rectifier. In Ivory, Willow Green, Sandalwood. Model 851T, Rosewood, **\$24.95**



New "Urbante" in 3 colors, Model 853T—A sensational combination of beauty and fine performance, with crystal dial and planetary drive. 5 tubes including rectifier. Magnetenna. In Ivory, Willow Green, Sandalwood, Coral. **\$22.95**. Model 850T, Rosewood, **\$19.95**



New "Vacationer" in 3 stylings, Model 852P—Brown Alligator, British Tan, or Scotch Plaid covering over sturdy luggage-type case; operates on batteries, AC or DC. Arvin rod-type Magnetenna receives distant stations. Automatic volume control. 4 tubes plus selenium rectifier. **\$44.95***

*Portables priced less battery.

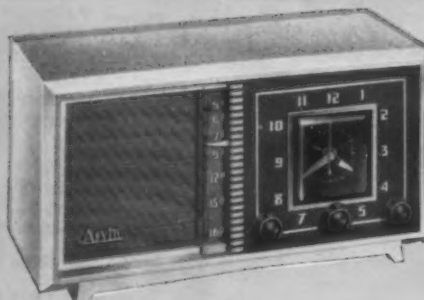


New "Sportable" in 3 colors, Model 854P—Matador Red, Aqua, Cinnamon. Polished polystyrene cabinet with leatherette accent. Operates on batteries. AC or DC. 4 tubes plus selenium rectifier. Super-sensitive Arvin iron-core Magnetenna. Heavy duty Alnico speaker. **\$37.95***

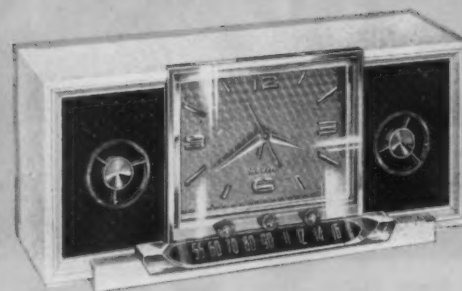
And three sparkling new clock-radios!



New "Moderne" in 4 colors, Model 849T—Cute, compact and captivating. Telechron clock and timer assure accurate time always, turn on music for pleasant waking. 4 miniature tubes including rectifier. In Ivory, Bitter Green, Sandalwood. **\$27.95**. Model 848T, Rosewood, **\$24.95**



New "Future" in 5 colors, Model 859T—Enchanting in leatherette-and-gold trim with new perforated grille. Telechron clock and appliance outlet. 5 miniature tubes including rectifier. Automatic volume control. Ivory, Willow Green, Sandalwood, Coral. **\$32.95**. Model 858, Rosewood, **\$29.95**



New "Necturne" in 4 colors, Model 857T—Ivory, Willow Green, Ebony, Sandalwood. The very latest in styling, with Telechron clock and automatic timer, 1100-watt appliance outlet, and all the delightful extras your customers prefer. 5 tubes including rectifier. Magnetenna. **\$44.95**

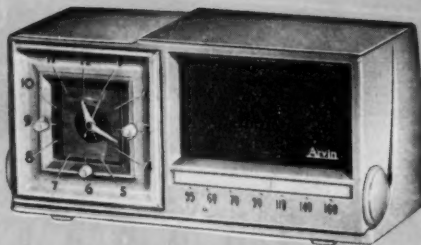
WITH 61 RADIO CHOICES

EVERY COLOR, EVERY PRICE RANGE!

All these are proved profit builders!



The "Collegian" in 6 colors, Model 741T—Coral, Ivory, Cherry, Citron, Willow Green, Tan. Sleek plastic cabinet. AC/DC superhet circuit with 4 tubes including rectifier. Built-in Arvin iron-core Magnetenna for amazing distance. Lucite dial. 4" Alnico "V" permanent magnet speaker, **\$17.95**



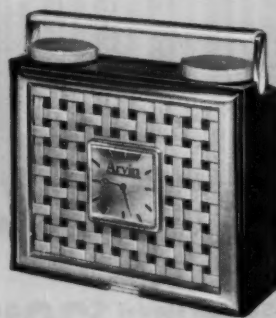
"Sleepytimer" Clock-Radio in 4 colors, Model 657T—In your choice of Ivory, Sandalwood, Willow Green, Coral. Born a best seller and never headed. Telechron clock-timer; follow-up buzzer alarm; 1100-watt appliance outlet. Magnetenna; heavy-duty speaker. 5 tubes including rectifier, **\$39.95**



The "Prelude" in 4 colors, Model 760T—Ivory, Willow Green, California Tan, Rosewood. 6 tubes including rectifier with lighted dial and 5" Alnico speaker for the utmost in "6-tube" performance. Supersensitive Arvin iron-core Magnetenna. Tone control and automatic volume control. **\$36.95**



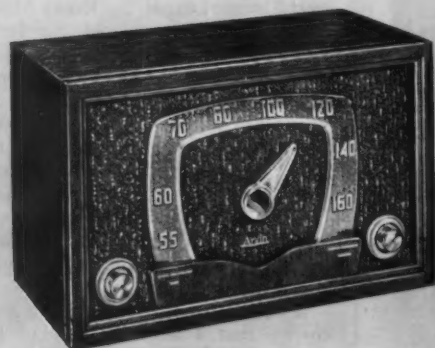
The "Gypsy" in 3 colors, Model 746P—Maroon, Jade, Tan. This beautiful battery portable is a great gift favorite! Petite yet smart and rugged. Gold-tone metal grille; 4 miniature tubes for new long-life batteries. Arvin Magnetenna; Alnico speaker. Less batteries, **\$22.95***



The "Personal Pal" in 3 colors, Model 747P—Maroon, Jade, Tan. The battery portable that tells time! Built-in mechanical clock for beach and picnic when watches are left behind. New long-life battery circuit. 4 miniature tubes; Magnetenna; Alnico speaker. Less batteries, **\$27.95***



"Polonaise" FM/AM in 4 colors, Model 780TFM—In Ivory, Green, Tan, Rosewood. 8-tube straight AC circuit for finest performance on either FM or AM, with dual antenna system. 5" Alnico speaker. Transparent dial, indirectly illuminated. Today's biggest value in FM/AM radio. **\$64.95**



"Stradivari" in Mahogany or "Sonata" in Lined Oak Wood Cabinet, Model 751TB—A superb instrument with the tone that only a wood cabinet can assure. Straight AC circuit; 9 x 6 oval speaker. 5 tubes; wide range tone control; phono-jack. Blonde, **\$57.95**. Model 751TM, Mahogany, **\$54.95**

Arvin Radios mean dollars in your pocket!

Arvin Radio Sales Are Zooming! If you have heard that radio sales are down, industry-wide, get wise and get the Arvin line! Because Arvin Radio sales are UP, with capital letters, all across the board!

Models, Colors, Values People Want! Look carefully at this new Arvin line for '55. Look at the superb styling and eye appeal your customers cannot resist. Look at the widest range of models

and colors in table model radio. Look at the prices—from \$12.95 to \$64.95.

The Selling Support YOU Want! Arvin gives you the most to sell, the most to SELL WITH! National advertising, free newspaper mats, copy for radio spot announcements, and striking, solid-selling point-of-sale display material. Arvin knows continued leadership calls for continued effort. Arvin never lets up in helping you build business.

Radio & Television Division

Arvin INDUSTRIES, INC., COLUMBUS, INDIANA

IT'S TIME TO ORDER

the Best Space Heater in the World!

PORTABLE *Electresteen* ELECTRIC STEAM RADIATOR



**SAFE STEAM HEAT
FROM ANY WALL PLUG!**

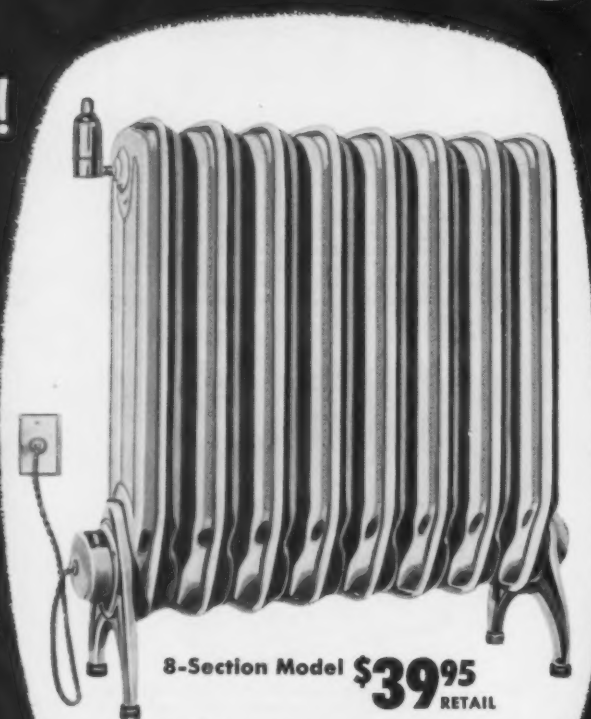
PROFIT-LOADED BECAUSE IT SELLS BIG!

World's Safest Heater—no fire hazard, no fumes, no exposed elements.

Highest Efficiency—heats by true convection—delivers abundant, uniform, healthful steam heat evenly throughout the room.

Most Economical—less than 2¢ per hour to operate in most areas—more heat for less.

Perfect Portability—lightweight, with carrying handle—handsome (Ivory or Walnut wrinkle finish)—for ideal supplementary heat anywhere.

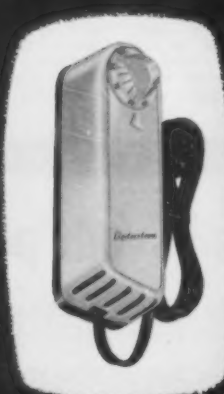


8-Section Model \$39⁹⁵ RETAIL

10-SECTION MODEL \$44⁹⁵

Stock, Display and Sell BOTH Models

**FOR
EXTRA
PROFITS**



Electresteen DeLuxe Thermostat

Full Automatic Control for any space heater (control range, 50° to 90° F., differential 1½" to 2"). Just hang up, plug in and set.

PRICED TO SELL,
ONLY.....

\$9⁹⁵ RETAIL

Order from your wholesaler—if he can't supply, order direct, giving wholesaler's name for ordering and billing through him.

ELECTRIC STEAM RADIATOR CORP.
1 ELECTRIC AVE., PARIS, KENTUCKY

Makers of Electric Steam Radiators, Thermostats, Vaporizers, Baby Bottle Warmers and Sterilizers

Selling Appliances to Utility Employees

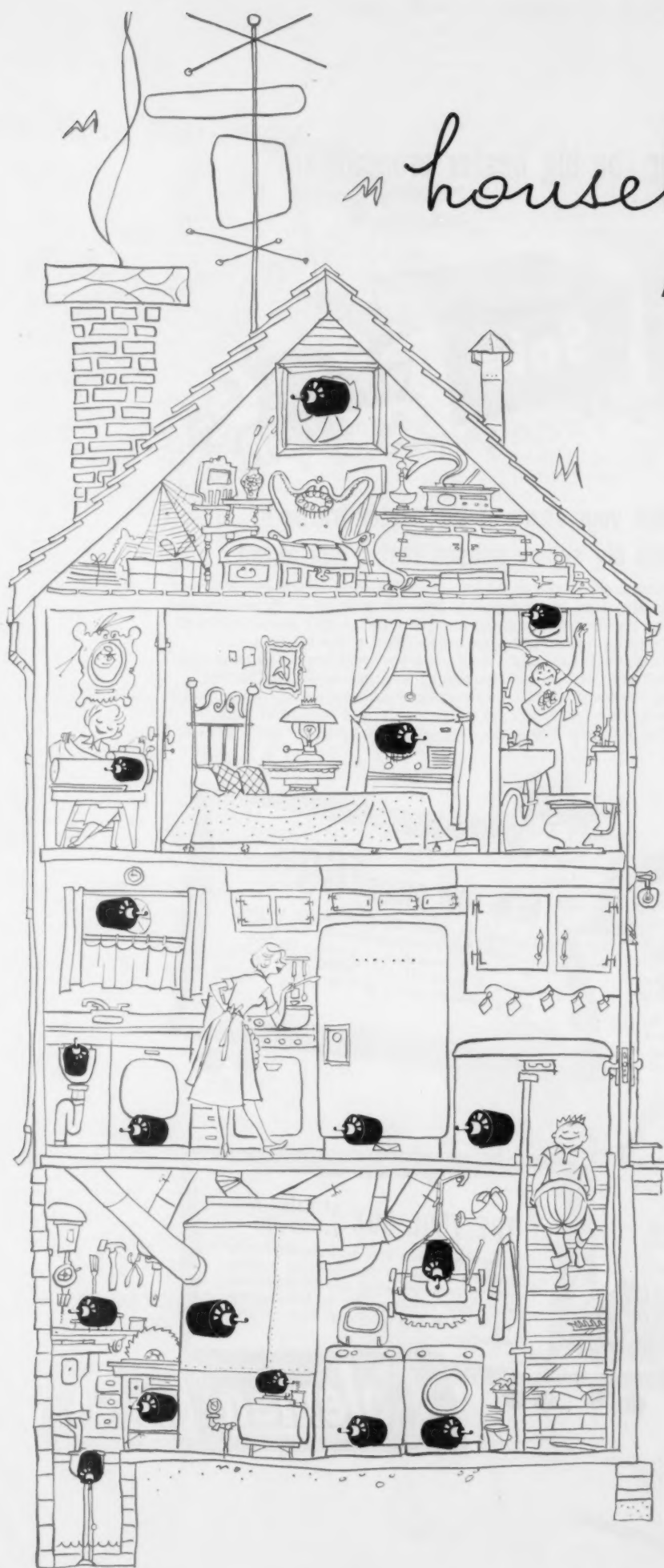
—CONTINUED FROM PAGE 84—

has meant more than the possibility of a four-times increase in the EAR from appliances purchased by employees. It has improved the company's relations not only with appliance dealers but with the utility's employees too. Under the previous plan, the utility's residential sales department had to procure the appliances desired by employees. This meant getting in touch with distributors, arranging for shipping and delivery—and in many cases, the problem of installation and demonstration. But the big headache was service. Arizona Public Service is only one of several utilities in the state, but its territory is larger than several eastern states put together. When an employee in a remote office or other facility had trouble with his appliance, the utility had to arrange for local service (not practical in most cases) or arrange for the appliance to be shipped back to Phoenix, repaired and then shipped back to the employee. Today the appliance purchased by an employee is the responsibility of the dealer under the same warranty as that appliance sold to any customer.

But there are other advantages to the utility. Arizona Public Service has one of the finest load building promotion programs in the country. This program depends for its full effect on the cooperation of appliance dealers. Enthusiasm for the utility's 1954 sales program has surpassed the good reception given to previous programs. And it is evident out among the dealers that it is easier to be enthusiastic about the program of a company whose 2100 employees are not by-passing these dealers in their appliance purchases.

Already the Arizona utility's employee purchase program has excited interest among executives of other utilities in the western states. It has been talked about at gatherings of utility executives at meetings of the Pacific Coast Elec. Assoc., the Northwest Electric League, the Rocky Mountain Electric League and the Intermountain Electric Assoc. One utility executive, whose company last year instituted a program to purchase appliances at wholesale for its employees—against violent objection of the local dealers' association—commented after seeing the Arizona plan "that's for us. As soon as our plan has been in long enough for use to 'save face' we'll let the dealers suggest this plan and accept it gladly."

If the idea spreads, there is a good chance that a large majority of the employees of electric utilities across the nation will once more become not only valuable customers of the established appliance dealers, but partners with those dealers in building the giant appliance volume needed by the utilities to use the electric power of their expanded facilities. **End**



housekeeping

AMERICA'S BIGGEST BUSINESS
IS WELL SERVED BY

DELCO MOTORS

Boss of America's biggest business, the housewife spends less and less time on the job, yet hears no complaints from her customers—the family. Electric-powered appliances—many with dependable Delco motors—have taken over most of her hard tasks and are doing them well. No longer exhausted, nor preoccupied with unfinished work, she now has more time to spend with her family in pleasant pursuits.

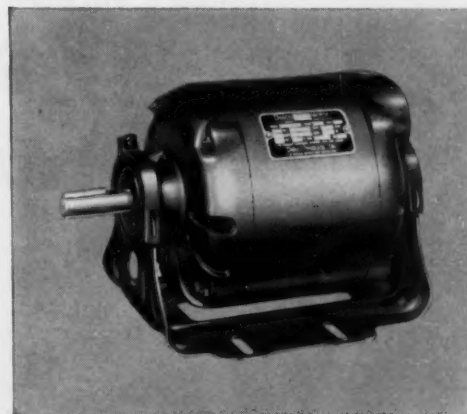
Delco motors are favored for so many appliances because they have an outstanding reputation for long life and quiet operation, and require a minimum of service which, if needed, is readily available through Delco's nationwide service organization. Delco is one of America's leading producers of electric motors for home and industrial applications.

DELCO PRODUCTS



DIVISION OF
GENERAL MOTORS CORPORATION
DAYTON 1, OHIO

SALES OFFICES IN PRINCIPAL CITIES



Still time to get aboard for the big heater promotion

Sept. 15



Get your share of the heater traffic in the big selling season that's just ahead

Hop aboard—and enjoy the money-making benefits of this fast-moving, profit-building Coleman promotion. It guarantees the buyer comfort indoors and out with (1) ANY heater in the big Coleman line and (2) free gift of Wool o' the West blanket. Coleman dealers share comfort in the extra profit this promotion delivers—with a merchandising program nationally backed by the factory and a nation-wide distributor setup. Get in touch with your distributor for all the facts. See column at right. The Coleman Company, Inc., Dept. 952-1-EM, Wichita, Kansas.



NEW OPERATING SAVINGS

All Coleman heaters are specially engineered for fuel-saving performance. Oil model 870-C now has Fuel-Air Control, saving up to 25% on fuel. Directionair Blower for bigger warm air circulation available for gas and oil models.

NEW LOW PRICE \$69⁹⁵

Coleman oil model 870-C is the big seller. A 50,000 BTU model with beautiful new grille to make it even more attractive. The gas leader is Model 51 with 30,000 BTU input rating, specially priced at \$59.95

VALUABLE PREMIUM CLOSER

A \$12.95 ALL-PURPOSE 100% WOOL ROBE with carrying case and shoulder strap. Made by Wool o' the West! You give one FREE with every heater sold. A strong customer puller!

THE TOOL BOX of Sales Aids for Profits

A generous co-operative program with factory and distributor supporting your sales. Includes display packages, giant colorful broadsides, radio spot announcements to bring customers in. Also free newspaper mats for local advertising.

Coleman[®]

They Make Kitchens Sell Themselves

CONTINUED FROM PAGE 67

Coleman Distributors

Alabama
Alabama Appliance Co., Inc.
First Ave. N. at 13th St.
Birmingham

Arkansas
Gunn Distributing Company, Inc.
600 E. Markham St., Little Rock

California
The Coleman Company, Inc.
6506 S. Stanford Ave.
Los Angeles

The Coleman Company, Inc.
195 Rhode Island St.
San Francisco

Colorado
B. K. Sweeney Company
1601 Twenty-third St., Denver

Connecticut
Roskin Distributors, Inc.
275 Park Ave., E. Hartford

D. C.
Mid-Atlantic Appliances, Inc.
2046 W. Virginia Ave., N. E.
Washington

Florida
Pearce & Johnson, Inc.
218 E. Bay St., Jacksonville

J. D. Johnson Company
15 West Gregory St., Pensacola

I. W. Phillips & Company
Morgan & Bell Sts., Tampa

Georgia
Appliances, Incorporated
501 Stewart Ave., S. W., Atlanta

Illinois
Robert Barclay, Inc.
1234 W. Fulton St., Chicago

Triangle Industries Corporation
600 W. Adams St., Chicago

The Crum Distributing Company
732 N. Monroe St., Decatur

Hardware Products Company
Sterling

Indiana
Femco Corporation
1825 W. Main St., Fort Wayne

Central Supply Company
210 S. Capitol Ave., Indianapolis

Femco, Incorporated
1503 Prairie Ave., South Bend

Iowa
G. J. Timmermann & Company
114-116 Western Ave.
Davenport

Sidles Company
8 Seventh St., Des Moines

Kansas
Siebert & Willis, Inc.
149 North Rock Island, Wichita

Kentucky
Valley Distributing Company
912 Baxter Ave., Louisville

Louisiana
Walther Brothers Company, Inc.
1722 Poydras at Willow St.
New Orleans

Maine
Nelson & Small, Inc.
68-78 Union St., Portland

Maryland
United Supply Corporation
2600 N. Howard St., Baltimore

Massachusetts
Bugnow & Dowse Company
P. O. Box 95, Back Bay Station
Boston

Michigan
Semmler Wholesale Supply Co.
5100 St. Joan, Detroit

Buhl Sons Company
246 Grandville Ave., S. W.
Grand Rapids

Semmler Wholesale Supply Co.
1840 Sheridan, Saginaw

Minnesota
Marshall-Wellis Company
P. O. Box 39, Lake Ave. South
Duluth

Marshall-Wellis Company
640 N. Prior Ave., St. Paul

Missouri
Columbian Electrical Company
2603 Grand Ave., Kansas City

Hollander & Company, Inc.
3900 W. Pine Blvd., St. Louis

General Wesco Distributing Co.
521 N. Jefferson, Springfield

Montana
Marshall-Wellis Company
1300 E. 6th St., Billings

Nebraska
Sidles Company
502 S. 19th St., Omaha

Nevada
Osborne & Dermody, Inc.
253 Chestnut St., Reno

New Mexico
Albuquerque Lumber Company
501 N. First St., Albuquerque

New York
Roskin Brothers, Inc.
1827 Broadway, Albany

Lee Distributing Company
845 Washington, Buffalo

Jericho Plumbers Supply Co.
Jericho Turnpike (Rt. 25)
Centerport, L. I.

Roskin Brothers, Inc.
115 Wisner Ave., Middletown

O'Donnell Heating & Air
Conditioning Co., Inc.
345-362 W. Fayette St., Syracuse

North Carolina
Shaw Distributing Company
205 W. First St., Charlotte

Ohio
Hughes-Peters, Inc.
1128 Sycamore, Cincinnati

The Shuler Radiant Supply Co.
2114 Woodland Ave., Cleveland

Hughes-Peters, Inc.
111-117 East Long St., Columbus

The York Supply Company
531 E. Third St., Dayton

The Joseph B. Smith Company
1945 Franklin Ave., Toledo

Oklahoma
Dulaney's
825 N. W. Second St.
Oklahoma City

Oregon
Marshall-Wellis Company
1420 N. W. Lovejoy, Portland

Pennsylvania
The Coleman Company, Inc.
133-143 W. Hunting Park Ave.
Philadelphia

Anchor Distributing Company
955 Liberty Ave., Pittsburgh

Rhode Island
Lenz-Knight Company, Inc.
80 W. Exchange St., Providence

South Dakota
Power City Radio Company
209 S. First Ave., Sioux Falls

Tennessee
C. M. McClung & Company, Inc.
501-509 W. Jackson Ave.
Knoxville

McGregor's, Incorporated
1071 Union Ave., Memphis

Radio and Appliance Corporation
No. 1 Cummins Station
Nashville

Texas
Amarillo Hardware Company
600-22 Grant St., Amarillo

Radio City Distributing Company
708 S. Austin St., Dallas

W. G. Walz Company
500 San Francisco St., El Paso

Edwin Flato Company
914 Calhoun Road, Houston

Straus-Frank Company
301 S. Flores St., San Antonio

Utah
Strevel-Peterson Hardware Co.
126 S. W. Temple, Salt Lake City

Vermont
W. C. Landon & Company
21 Evelyn St., Rutland

Virginia
R. F. Trant, Inc.
924 W. 21st St., Norfolk

Washington
Marshall-Wellis Company
1250 First Ave., South, Seattle

Marshall-Wellis Company
131 E. Main St., Spokane

West Virginia
Van Zandt Supply Company
1123 Fourth Ave., Huntington

Wisconsin
Wisconsin Heating Distributors
1515 E. North Ave., Milwaukee

also make good use of the user, working with gifts or merchandise for any lead that comes through into a closing sale. But no cash or commissions are given for leads.

"We don't want to high-pressure for leads," says Bob. "We have an investment in this and we want to be in business ten years from now."

Both direct mail and newspaper ads are used, the latter on a weekly basis in the metropolitan section of the *Chicago Tribune*. Leads from national ads of manufacturers are used ("We have to screen them for qualified leads"), plus store traffic and pull-ins from the window display.

Group selling with demos to church or civic organizations is also used with the regular setup of payments of twenty-five cents a head to the club treasury. The firm uses a Youngstown movie on kitchens as part of the presentation and will pay five percent of the merchandise sold for a lead that goes through.

"We figure it is a good investment," says Shelly, "but occasionally we have gone wrong. One group lived in rented apartments and sure was no active list for kitchen remodeling. We angle for the home owners now."

The overall gross for the Roberts Kitchen Mart in 1953 ran just under \$200,000. The brothers hope to increase this volume to around \$250,000 this year and will have the additional help of a second store opened in Waukegan, Illinois (manned by a third brother, Jerry), just south of the Wisconsin state line. The average installation is in the neighborhood of \$900; the spread goes from a low of \$500 to a high of \$4500.

In the retail end of appliances, the brothers do not stock, display or sell a

complete line of white goods. Instead they specialize in the items which they install on a job—dishwashers, waste disposers, exhaust fans and their cabinets and sink lines.

"We do not buy in large quantities," says Bob Pizer, "and we cannot compete with the volume boys here in Chicago as to retail price. So we refer our customers to other dealers or to their own regular outlets for ranges, refrigerators and such." The theory behind this reasoning is that they make their profit on the merchandise; break even on their labor or what they call service. The low margin on white goods in the highly competitive and price conscious Chicago market cuts this merchandise profit too fine.

The lines carried are based mainly on Youngstown in metal cabinets, sinks, dishwashers, waste disposers and ventilating fans. A line of Carr wooden cabinets is also carried, plus Air King exhaust fans and several lines of built-in range and oven units (Thor, Chambers, Caloric and Thermador).

Do-It-Yourself Adds Volume

The rising do-it-yourself trade has added to the Chicago store's volume, representing about 15 percent of 1953 sales. Its growth is encouraged by the firm.

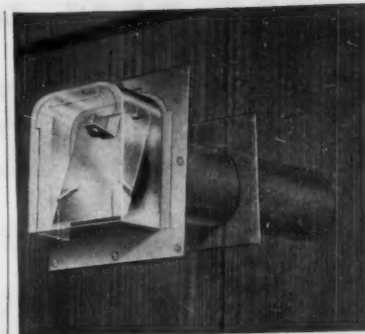
"Do-it-yourself has helped our business," says Bob. "We will go out and help supervise a job in the home for these customers. Remember that we make our money or profit on the merchandise, not the labor or what we call service. On the do-it-yourself market, the customer gives out with his own labor. We sell the merchandise; make our profit. We like it, encourage and hope to do even more this coming year." End



"WE BOUGHT THE MODEL WITH THE DEEP WELL COOKER"

Comfort costs so little
with a

Coleman



Exhaust Dryer Troubles with the Dry-R-X Vent

Assure your dryer customers that moisture, heat and lint will be no problem... sell venting as part of the hook-up.

The Dry-R-X exhaust unit is the simple, economical way to vent dryers. It's all rust proof aluminum. The automatic damper is completely weather proof and self thawing.

The hood is available as a unit or in kits containing sufficient aluminum pipe and elbows for the average installation. Alternate installation can be made with the new low cost, grey Flexible Duct, now available in 6' and 9' lengths.

Ask your dryer distributor or write stating name of distributor and make of dryer you sell.

DRY-R-X COMPANY

5521 Code Ave. • Minneapolis 10, Minn.



NOW! NEW LOW PRICE on FLEXPSPACE Self-Service Island

ANNOUNCING our new low prices on FLEXPSPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants and modernize your store with FLEXPSPACE at a savings of 50% over competitive Islands. FLEXPSPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12½ Sq. Ft. of floor area you get 50 Sq. Ft. of selling space. Raise or lower the shelves every 2" within 15 adjustments. FLEXPSPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. FLEXPSPACE has been "Tested and Proved" by thousands of retail merchants. New amazingly low prices on FLEXPSPACE at almost 50% less than you expect to pay. Write for FREE catalog on FLEXPSPACE and other Self-Service fixtures. Do it now—Today!

Mfgs. Write for special extra low prices

ADD SALES CO.

802 York St.

Manitowoc, Wis.

FOR REAL PROFITS SEE THE LOWEST PRICE PER CUBIC FOOT COMBINATION ON THE MARKET



Manitowoc 2-Zone

10 cu ft self-defrosting refrigerator on top

11½ cu ft freezer below with 0° to -20° cold control

The 2-ZONE provides 21½ cu ft of refrigerator-freezer in only 30 x 36 inches of floor space . . . at a price per cubic foot no other can match. What's more, its waist-high refrigerator with big shelf space puts everything within convenient reach, and there is completely separate temperature control for the 400-lb capacity freezer. Write Dept. EM today for complete details.

MANITOWOC EQUIPMENT WORKS, MANITOWOC, WISCONSIN

PAGE 94

Drive-In TV Service

CONTINUED FROM PAGE 74

the left, while on the right side, likewise separated from the driveway by a counter, is a well-arranged television and radio showroom. The driveway extends back for some 60 feet, permitting plenty of space for one or two of Marsolek's paneled repair trucks, and still permitting at least one, and in most cases, two customers' automobiles to be driven inside. In inclement weather, nothing rare in the Mountain City through the winter months, this drive-in convenience is a godsend, Marsolek points out.

Both Sales and Service Gain

Advertised at least twice weekly with newspaper space, and daily on radio and television spot announcements, the drive-in store has become an immediate success. Its importance has demonstrated itself not only in service, which proved to be everything that Marsolek anticipated, but with surprising effect in sales. Currently, the drive-in store is doing around 30 percent of total television and radio sales volume as compared with a much larger, long-established showroom "built for the purpose" 15 blocks away. Marsolek did not anticipate a sales volume anything like that which has developed, but results have proved conclusively that TV customers, in particular, appreciate the convenience, warmth and comfort of the showroom so much that it has been easier to sell top-of-the-line sets.

"Common sense shows the reason why," the Denver retailer says. "It is no problem for a husband and wife, with even several small children, to turn into the driveway, drive inside to escape snow, slush and cold, and look over several sets in operation and make up their minds in comfort. Frequently, we have found, the TV pros-

pect will go ahead and buy one of the first three or four sets shown to him, quailing against the problems of parking, bad weather, and similar difficulties likely to be encountered shopping through all competitive stores." The veracity of that statement is simply proven by the fact that although Denver is already nearing the saturation point, there are at least a dozen such customers' automobiles per day in the drive-in store.

Service, of course, was the major consideration in leasing the garage, and carrying out the remodeling, which consisted for the most part of painting, construction of display platforms, the hanging of manufacturers' posters and banners, and construction of the work benches on the left side. Ideal for automobile radio service, the drive-in store keeps up a profitable volume in this field. TV service, however, is profiting most.

Bring Your Own Set

Marsolek has developed a long list of actual drive-in service customers. These are the owners of table-model sets for the most, who know that they can save considerably on repair costs by simply loading the set into the family bus and driving it direct to Marsolek's for immediate repairs. This factor is going to mean a lot in the future, Marsolek believes, inasmuch as the price differential between a home call and bringing the set in for repairs, weighs heavily with the limited-budget homeowner who must watch his expenses. Since the store is open until 9:00 o'clock each evening, this means that the set which goes bad in the early evening can simply be bundled into the car, rushed to the service shop, and re-


(Continued on page 102)

IDEA FILE ELECTRICAL MERCHANDISING will pay \$10.00 for acceptable photographs of dealer ideas similar to the one below.





SECOND SET TIE-IN. At Smith & Waldman, Tucson, Arizona, clock radios are displayed in recessed shelves above TV sets. Salesmen then can conveniently suggest the purchase of a second television receiver for the bedroom where it can be turned on and off by the clock radio. The "boudoir luxury" idea, say Smith & Waldman, has sold several TV sets and inspired many purchasers of new models to keep their old sets for bedroom use, thus keeping the store free of trade-in headaches.


Like the shiny fire-engine-red convertible  in the car dealer's window, the new Magic Chef color-chrome range is a sure-fire "come-on"  to your customers.

But MORE THAN THAT...the new Magic Chef color-chrome range is a traffic maker 

that produces SALES because now you can offer, for the very first time, a range that brings

the new customized decorator look  to your customer's kitchen without expensive remodeling 

For more information on the new Magic Chef color-chrome range, with exclusive Magic Chef quality features, why not write  wire 

or phone  your Magic Chef representative today?

MAGIC CHEF, INC., ST. LOUIS 10, MO.



AS ADVERTISED IN
TIME

Magic Chef
color-chrome gas range

—WORLD LEADER in gas appliances that bring comfort and convenience to millions
MAGIC CHEF, Inc., St. Louis 10, Mo.

RANGES • COMMERCIAL COOKING EQUIPMENT • HEATERS • INCINERATORS • CENTRAL HEATING



To the Employee Relations Director of every American company

LET'S FACE IT . . . the threat of war and the atom bomb has become a real part of our life—and will be with us for years. Fires, tornadoes and other disasters, too, may strike without warning.

The very lives of your employees are at stake. Yours is a grave responsibility. Consider what may happen.

When the emergency comes, everybody's going to need help at the same time. It may be hours before outside aid reaches you. The best chance of survival for your workers—and the fastest way to get back into production—is to know what to do and be ready to do it. To be unprepared is to gamble with human lives. Disaster may happen **TOMORROW**. Insist that these simple precautions are taken **TODAY**:

☐ **Call your local** Civil Defense Director. He'll help you set up a plan for your offices and plant—a plan that's safer, because it's entirely integrated

with community Civil Defense action.

☐ **Check contents** and locations of first-aid kits. Be sure they're adequate and up to date. Here again, your CD Director can help—with advice on supplies needed for injuries due to blast, radiation, etc.

☐ **Encourage personnel** to attend Red Cross First Aid Training Courses.

☐ **Encourage your staff** and your community to have their homes prepared. Run ads in your plant paper, in local newspapers, over TV and radio, on bulletin boards. Your CD Director can show you ads that you can sponsor locally. Set the standard of preparedness in your plant city. There's no better way of building prestige and good employee relations—and no greater way of helping America.

Act now . . . check off these four simple points . . . before it's too late.





SEE G.E.'S NEW

17-inch TV-only \$149⁹⁵!
21-inch-only \$179⁹⁵!



Built-in antenna

Cordovan
(Model 17T14) \$149.95
or Mahogany finish
(Model 17T16) \$159.95

Priced for
BIG VOLUME!

Model 17T14

Controls in front
for convenience...
not hidden at side
or back

Cordovan
(Model 21T17) \$179.95
or Mahogany finish
(Model 21T18) \$199.95
with Aluminized Tube

Lighter
...more compact!

No overheating!
Full Underwriters'
approval

Just what America
ordered for
contemporary living!



Trim and compact—designed
for today's smaller rooms

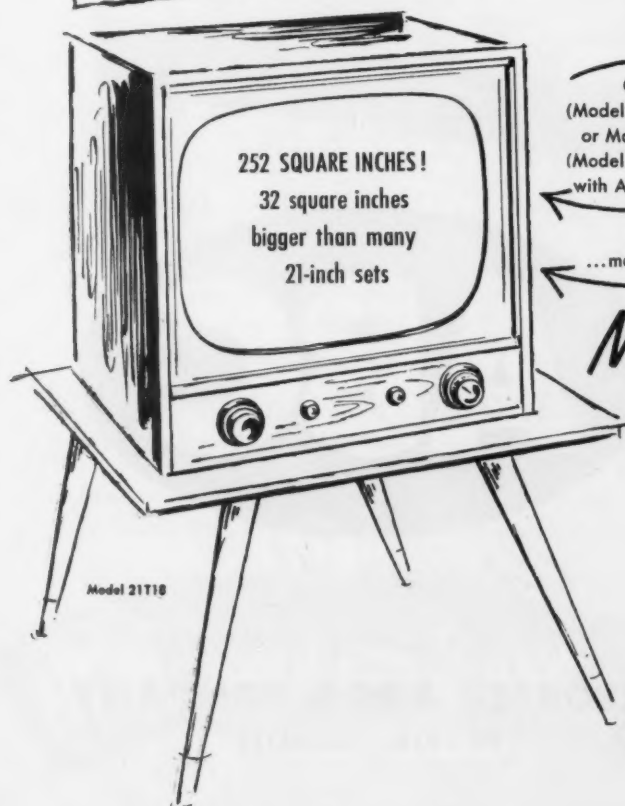


Light enough to take to
other rooms, to the porch
or to a summer cottage.



So low in price—sell it as an
extra set for bedroom, den
or children's room.

New G-E
"Pacer" Models
—everything BIG
but the price!



252 SQUARE INCHES!
32 square inches
bigger than many
21-inch sets

Model 21T18

NEVER BEFORE! G-E Quality at these low prices!

LOADED WITH PERFORMANCE FEATURES!

Super Cascode tuner • G-E Dynapower Speaker with
aluminum voice coil • New area control switch • Auto-
matic brightness control • Plus many other G-E extras!

Progress Is Our Most Important Product

GENERAL  ELECTRIC

RADIO & TELEVISION DEPARTMENT, SYRACUSE, N. Y.

SO NEW...SO HOT....



**SEE 'EM
NOW
AT YOUR
ABC
DISTRIBUTOR**

**BACKED BY
SALES-BUILDING
PROMOTIONS
PLUS
NATIONAL
and LOCAL
ADVERTISING**



*America's Leading
Washers and Dryers*
ALTORFER BROS. COMPANY
PEORIA, ILLINOIS

THEY'RE

SIZZLING

**ABC's exciting new custom-engineered washer-dryer combination...1955 styling...ready NOW for fast turnover...
BIG profits!**

Here's the new look in the ABC line... the deluxe ABC Automatic Washer and Dryer! Each of these brilliant new ABC products is loaded with high style... ready to catch customers' eyes. And those customers reach for their pocket-books when you show 'em famous ABC performance features.

No other washer can match ABC's super-cleansing "Shampoo" Washing Action and "Centric" Agitation. And only ABC has the Dryer with "Jet-Aire" Drying Action. Better see ABC now. It's the hottest line in the home laundry field... ready to go to work for you at *full profit margins*.

GORGEOUS NEW CONTROL PANELS IN BEAUTIFUL DECORATOR COLORS! Color bright and sparkling trim to reflect the smart new styling incorporated in these 1955 model ABC appliances. Washer has miracle fabric control added. Just one dial to set on the fabulous new dryer.

PRECISION BUILT FOR MATCHLESS PERFORMANCE AND CUSTOMER SATISFACTION! Pit ABC against any other home laundry appliance line. You'll find the superb engineering pays off in trouble-free service that *lets you keep your profit!*

NEW cabinet-style ABC spinner, too...



Another new, feature-packed ABC washer for those who lack the facilities for a fully automatic. Full-size, 9-lb. capacity with performance-proved "Centric Agitation" and deep power rinse. All this, to sell at little more than the price of a good wringer washer!



Tide success story. When Edgar Sanditen heard about the phenomenal sales increases reported by washer dealers from coast to coast who used the Tide Plan, he sensed the possibilities for his chain of stores located in Oklahoma, Arkansas, Southwest Missouri and South Central Kansas. Tide's special advertising allowance and complete promotion package persuaded him to send in his order. He's mighty glad he did.



Free display material, which came with the Tide order, was prominently posted to tell Tulsa washer prospects about the appealing double offer. The Tide display kit contains colorful merchandising material, imprinted with the washer name, and consists of window streamers, posters, counter cards and newspaper mats. It's a complete package—everything you need to run the promotion.

Southwestern Chain Boosts ABC Washer Sales 35% With The Tide Promotion Plan

59 stores capitalize on Tide's popularity to attract prospects and clinch sales



Demonstrations jumped 25% when the Tide Promotion Plan went to work for the Oklahoma Tire and Supply Company of Tulsa. Alert to good promotion ideas, Sales Manager Edgar Sanditen took advantage of Tide's special advertising allowance of \$1.75 per case to make this double-barreled offer: (1) a box of Tide to everyone who watched an ABC demonstration; (2) a year's supply of Tide with every ABC washer purchased. Edgar Sanditen's results proved that: (a) women are impressed by the sparkling clean wash produced in automatics by America's largest-selling washday product; (b) a year's supply of Tide, the favorite washing product of women everywhere, helps sell washers.



Store traffic mounts 30% as women stream in to watch a washer demonstration and receive a free package of Tide. Edgar Sanditen found that women everywhere know that nothing else will wash as clean as Tide, yet is so mild. He knew that more women use Tide in their automatic washers than any other washday product and took advantage of this universal popularity to increase his store traffic.



Another ABC sold with a year's supply of Tide. Sales figures from the company's 59 stores are proof of Tide's effectiveness as a sales clincher. No wonder Edgar Sanditen, like so many other dealers, is planning a follow-up promotion with Tide. Over 7,100 dealers across the country have used the Tide Plan in the past eighteen months. If you haven't tried the plan, send in your order today.

THIS IS THE TIDE PLAN...

It Worked in the Southwest—It Can Work for You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.25 per case—minimum order 5 cases). And, with your Tide, you also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

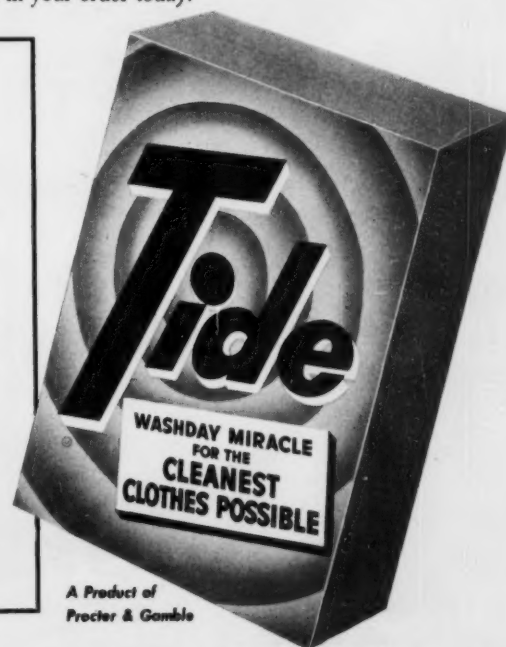
1. Use Tide for bonus offers—offer a supply of Tide with the purchase of a washer (minimum offer 1/3 of case per washer sold).

2. Use Tide to build traffic—offer a box of Tide to each prospect who comes in to watch a washer demonstration.

3. Use Tide for demonstrations—get top performance from your washers. Tide gives you a dazzling clean wash... leaves no soap film. Laboratory tests prove it!

4. Use Tide for displays—feature the Tide merchandise offers in your advertising and display Tide with your washers.

*Prices subject to change without notice. Shipped C.O.D., freight prepaid. Offer good only in Continental United States (including Alaska) and Hawaii.



Tide

is your best tie-in because...

**MORE WOMEN USE TIDE
IN AUTOMATIC WASHERS
THAN ANY OTHER
WASHING PRODUCT SOLD!**

CLIP COUPON BELOW—ORDER YOUR TIDE TODAY!

Box A
Tide Home Laundering Bureau
1117 Enquirer Building
Cincinnati 2, Ohio

Please arrange to have shipped to us _____ cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name _____

Street Address _____

City _____ State _____

Ordered by _____

(Please check boxes below for promotion material desired.)

() Please send us at no cost, a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of _____ washer.

Also include at no cost, the following newspaper mats for the purpose of advertising our washer promotion.

() 2 cols. x 3" () 2 cols. x 6" () 3 cols. x 5" () 3 cols. x 10"

Design for Selling... Profitably

ROPER GAS RANGES

"AMERICA'S FINEST"
performance proves it!
Sell this Big Advantage
built-in "GLAMOR-GRILL"
with 5 Speed Heat Indicator

Among the numerous benefits you offer in ROPER is this highly popular, top-of-range griddle. Bright finished, it is easy to use and easy to clean. Designed for quick drainage of fats into large concealed grease tray at rear of the griddle. Heat indicator assists in securing exact heat needed for various cooking jobs.



Built to
"C" standards

THE ROPER "DRY-AIRE"
FULLY-AUTOMATIC GAS
CLOTHES DRYER, TOO,
IS PROFITABLE TO SELL

Ask about Roper Gas
Ranges in Decorator Colors
... Chrome Tops, too!

I'm interested in getting full details concerning
the Roper franchise in my community.

Company Name.....
Individual's Name.....
Street Address.....
City.....State.....
EM7

**GEO. D. ROPER
CORPORATION**
Rockford, Illinois

Sales Representatives in Principal
Distribution Centers

CASH IN ON THESE ADVANTAGES!

- Excellent Gas Appliances
- Consistent Magazine Advertising
- Aggressive Dealer Sales Helps
- Sales Training Programs
- Service Training Programs
- A Highly-Respected Name

**WRITE US
FOR COMPLETE
FRANCHISE
INFORMATION**

Drive-in TV Service

—CONTINUED FROM PAGE 94—

paired on the spot if the operation is not complex, or picked up the following day if more intricate repairs are required. Motorists coming in for car radio repairs, also are quick to see the possibilities of bringing in their own TV sets, and in this way, car radio repairs have burgeoned out into profitable television repairs.

Lower Costs to Customer

A look at typical repair charges indicate why Denverites are willing to "bring in their own". Standard television repairs (for sets not under repair contracts with Marsolek's) are based on \$5.95 for the first hour, plus \$3.50 extra for home calls. On the other hand, the customer who brings in his own TV set is simply billed a straight \$3.50 an hour plus parts. This saving amounts to a rather attractive differential, Paul Marsolek has found, and is constantly played up to those who purchase TV sets in the showroom, who come in for automobile radio repairs, etc.

"The word has gotten around very well," he says, "with the result that it is not unusual for three or four set owners per day to bring TV sets small enough to fit into the family automobile. Quick service, of course, is a lot easier to carry out on this basis."

Because all TV repairs are carried out on two huge service benches, set back to back, at right-angles to the driveway, and separated by only a few feet, Marsolek's encourages many set owners and prospects to watch the work carried out. Frequently, when the source of trouble is diagnosed, the set owner who is standing by is invited back of the counter, to watch the replacement operation, or whatever is required. This is a goodwill-building policy which has been consistently valuable, Marsolek emphasizes. The set owner who has brought in a set, watched repairs being carried out, and knows what he is paying for, is invariably a booster.

Still a Home Call Volume

To date, the balance between home calls and shop repairs has been even enough that it has required only two servicemen to operate the drive-in store. "Of course, 90 percent of our repair volume is still in the customer's home, but we believe that the percentage brought in is bound to increase," Marsolek says. "The percentage of table models which is being sold is increasing sharply, which makes it far easier for the homeowner to bring the set around to the shop, rather than wait two or three days for a serviceman to appear."

Summed up, the advantages of the drive-in store are first, a consistent volume of car radio repairs, adequate to pay operating costs, convenient and attractive service facilities which stimulate owners to bring in their own sets, complete freedom from weather and parking problems, to stimulate both service and sales, and finally, the opening up of an entirely new source of worth-while prospects. End

Let "360" sound do your sales- talking for you!

We've been telling you over and over that "360" sound is the most clear-cut selling feature enjoyed by any set in your store. That it makes a CBS-Columbia Set walk away from competition in a side-by-side test. That it's not just a "talking feature," but a hear-it-yourself feature. Okay. How can you demonstrate "360" sound? Lots of ways. Here's one of the simplest.

1

This tells 'em! Sit your customer in front of the set and turn up the volume. Then cover one of the two speaker outlets with a piece of cardboard. What's happened to the sound? It's thin. It's dry. This is the typical "one-speaker" sound of the average TV set.



2

This sells 'em! Now remove the cardboard from the speaker. Wow! The sound swells out rich and full like a symphony orchestra. It fills the room. It surrounds your man completely. Grab your order pad. He's sold.

(And don't forget CBS-Columbia Full Fidelity Sight —best darn picture in TV!)

CBS-COLUMBIA FULL FIDELITY TV SETS

"360" is a TRADE-MARK OF CBS-COLUMBIA.

CBS-Columbia—A Division of the Columbia Broadcasting System



This label identifies genuine Porcelain Enamel, made in accordance with established P.E.I. standards.

a "skin"

that gives more than

"skin deep" satisfaction

And you can easily *demonstrate* the advantages of Porcelain Enamel with a few familiar objects—a coin, lipstick, book of matches, bottle of iodine. You can prove to your customers that Porcelain Enamel survives service conditions that destroy other finishes.

The satisfaction your customers enjoy from the Porcelain Enamel finish on an appliance extends far beyond the beauty of its glossy surface. You can express it in terms of lessened housework (easier to keep clean) . . . pride of ownership (non-yellowing, non-fading) . . . serviceability (doesn't scratch, stain, rust or discolor) . . . sound investment (more for the money).

Wherever you are showing appliances finished with Porcelain Enamel—washers, dryers, ranges, refrigerators and others—use the outstanding advantages of this superb finish to step up your sales!



Send for this booklet. It will help you analyze the selling features of Porcelain Enamel as they apply to various household appliances. It contains, also, suggestions for performing most effectively the demonstrations referred to above. Use the coupon.

This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

1346 Connecticut Avenue, N. W.

Washington 6, D. C.

PORCELAIN ENAMEL INSTITUTE, INC., Washington 6, D. C. 8-EM

Please send a free copy of your booklet, "Selling Facts About Porcelain Enamel." Also send me (please check):

- ☐ Information on the fully equipped Porcelain Enamel Demonstration Kit
☐ Data on the P.E.I. Label for Porcelain Enamel surfaces

Name _____ Position _____

Company _____

Address _____

NEW PRODUCTS



ANNA A. NOONE

New Products Editor



WESTINGHOUSE Range

Westinghouse Electric Corp.,
Mansfield, O.

Model: Harvester, MG features copper background for dials.

Selling Features: A Super Corox surface unit that gets red hot in 30 secs provides speedy surface cooking plus 3 additional Corox units, each with 5 heat settings: high, medium-high, medium-low, low and simmer; minute timer on backplasher; Miracle Sealed oven provides balanced heat and adjustable racks for any rack baking and roasting; single dial oven control; automatic baking available with built-in automatic timer; appliance outlet on backplasher can also be controlled by automatic timer; 3 storage drawers on nylon rollers; the large drawer can be converted into a warming compartment.



FILLERY Cleaner-Polisher

Fillery Home Appliances, Inc.,
38 Pearl St.,
New York, 4, N. Y.

Device: Fillery VP-1 combination vacuum cleaner-floor polisher and scrubber.

Selling Features: Can be used as a vacuum cleaner or polisher at flick of switch. As a cleaner the rotary-brush-vibrator gently brushes and beats carpet as suction lifts it. When used as polisher cleaner portion is raised at flick of switch and 2 polishing brushes are lowered to floor level; lambs wool pads snap

on for extra polishing gloss; scrubbing brushes are available to replace polishing brushes.

Special adaptor-plate makes possible use of above-the-floor cleaning attachments. Other features include king-size a.c.-d.c. motor with built-in radio and TV interference suppressor; motor consumes 350 watts used as a polisher, and 215 watts as a cleaner; 5-in. diam. brushes have 750 rpm speed; cylindrical brush speed 3600 rpm. Self-oiling bearing wheels; headlight; 3-position switch adjusts cleaner to rug thicknesses; finger-tip switch; foot operated handle lock.

Grey and maroon enamel finish; special corduroy fabric dust bag; scrubbing kit consists of 2 scrubbing brushes, mop, bag seal, mop handle attachment; adaptor kit comprises adaptor plate and hose adaptor for Fillery attachments, which include a hose, 2 extension tubes, soft plastic covered long brush and dusting brush; upholstery nozzle; crevice nozzle.

Price: \$129.50.



WESTINGHOUSE Refrigerator

Westinghouse Electric Corp.,
Mansfield, O.

Model: Westinghouse refrigerator DSG-91 "Copper Harvest," has copper trim on exterior and interior.

Selling Features: Has 9.1 cu. ft. capacity; cross-the-top freeze chest holds 42 lbs; refrigerated on 5 sides to provide even cold, the freeze chest quick freezes; full width storage tray located beneath freeze chest holds nearly 100 extra ice cubes, or 14 lbs. frozen foods; Meat Keeper with cover provides storage for 18 lbs. fresh meat; removable rack for air circulation; other features include Food File door; butter keeper that keeps $\frac{1}{2}$ lbs. butter at spreading temperature; 12 qts. bottle space; snack shelves; adjustable shelf that can be raised or lowered; vegetable humidor that holds nearly $\frac{1}{2}$ bu. Copper hobnail motif on freezest, door shelves, and meat keeper.

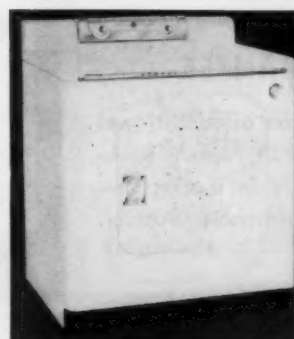


BEN-HUR Freezer

Ben-Hur Mfg. Co.,
Milwaukee, Wis.

Model: Ben-Hur 18-cu. ft. upright freezer No. U-5418.

Selling Features: Compact design—has 19 $\frac{1}{2}$ sq. ft. fast-freezing shelf space, holds up to 630 lbs. frozen food in floor space 36 in. wide and 30 in. deep; new Inner Door shelves provide extra space for juices and small packages; new pie rack or shelf below top shelf coils provides space for quick-freezing pies, cakes and desserts; dual purpose utility shelf serves as bottom compartment door and an easy-tilt shelf; 6 freezing surfaces with Ten-Pass coiling beneath each shelf and at top and bottom of inner lining; Desert-Dri sweatproof construction; condenser coils are installed around cabinet, between outer wall and insulation; positive cold seal with hermetically sealed breaker strip; Super-Thermo-Barrier insulation, safety cold control, hermetically sealed refrigeration unit.



G-E Washers

General Electric Co.,
Appliance Park,
Louisville, 1, Ky.

Models: 2 new automatic Deluxe

Selling Features: Color coded controls—2 illuminated dials on backplasher tell phase of operation from across the room; blue porcelain washbasket double-coated

white porcelain covers and lids for extra protection against stains; Resisto-mar white baked enamel exterior finish; all controls mounted on 4-in. backplasher formed as a seamless continuation of 1-piece work service; free-standing; top loading; agitator operation; WA-550L may be made mobile-casters and faucet attachments—available.

Once started the "cycle control" dial will automatically wash, spin, pre-rinse to flush away suds, deep rinse; overflow spray rinse, spin dry and shut off; by adjusting dial washer will repeat or skip any stage within cycle. A second control on Deluxe model is used to select desired temperature of water, also makes it possible to stop at any time to add forgotten pieces and re-start at exact moment of cycle interruption; flexibility of control makes it possible to set a minimum wash, rinse, spin necessary with synthetic fabrics; each model holds 17 gal water for full 9 lbs. load; smaller loads ranging from 5 to 7 lbs. can be washed with from 10 to 17 gal. water with GE water saver control on backplasher.

Prices: WA-651L, \$329.95; WA-550L, \$299.95.



KELVINATOR Washer

Kelvinator Div.,
American Motors Corp.,
14250 Plymouth Rd.,
Detroit, Mich.

Device: Low-priced semi-automatic washer SW, and new caster-roll-away assembly that may be fitted to any automatic type washer.

Selling Features: Controlled by a manually-operated dial that starts and stops each washing action; employs 3 basic Kelvinator features—shampoo action, "X-Centric" agitation and overflow rinse; amount of soap and water can be regulated according to size of load; full capacity is 9 lbs.; no special plumbing or wiring requirements; caster roll-away assembly is also available for greater portability.

Price: \$219.95.

Here's why NORGE Laundry

EXCLUSIVE TIME-LINE CONTROL

Selective automatic washing for the first time in history! Lets you skip, shorten, or repeat any washing action at the flick of a finger; add or remove clothes at any time, save on water and soap.

RATED "NUMBER ONE"

Leading independent consumer testing laboratories list the Time-Line as "best buy" among all automatic washers. Factories working overtime, customers even willing to wait; which proves there's still a "seller's market" for the right product.

WON GOOD DESIGN AWARD

The NORGE Time-Line is way ahead of competition in beauty and functional design—every model in the line, from top to bottom.

SUPERIOR WASHABILITY

Automatic washing perfection at last! The Time-Line performs anywhere in the U.S., with any kind of water, regardless of local conditions; absolutely no washability complaints, *anywhere*.

MONEY-BACK GUARANTEE

NORGE dealers sell the Time-Line on unconditional 30-day money-back guarantee with *factory backing*. Proof positive the Time-Line is in a class by itself as the country's greatest automatic washer.



FAMOUS NORGE

TIME-LINE AUTOMATIC WASHER Model AW-450

Norge Automatic Washers are making money for Norge Dealers... and making money in the face of a so-called "Soft Market". Deluxe and promotional models bracket every market, every buying class.

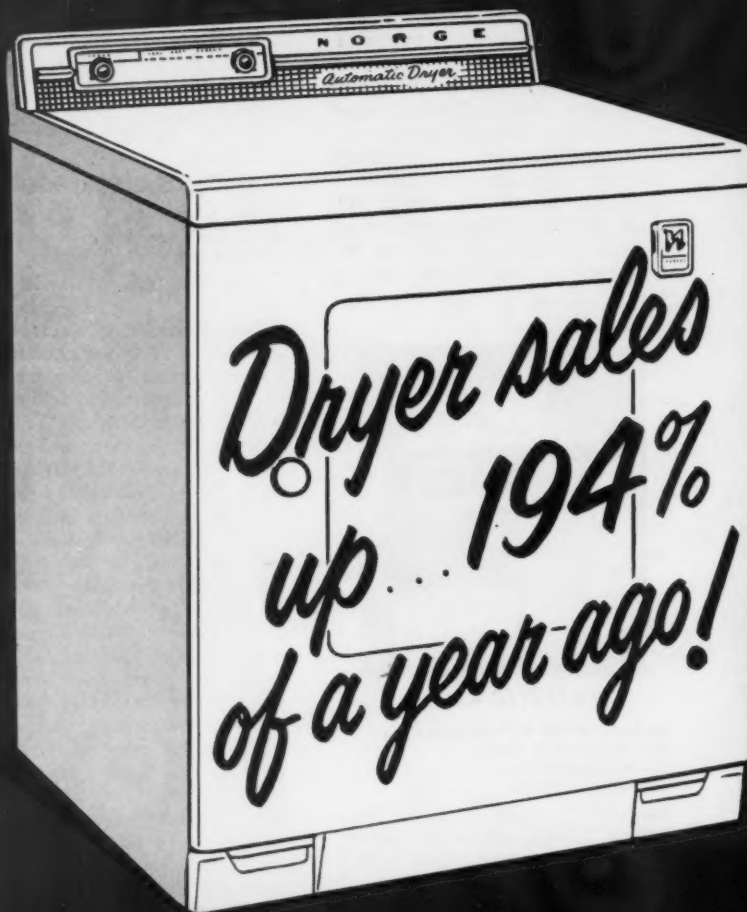
NORGE MEANS BUSINESS... GOOD

DIVISION OF BORG-WARNER

MERCHANDISE MART, CHICAGO 54, ILLINOIS

CANADA: ADDISON

sales are SKYROCKETING



LAUNDRY MAIDS

4-WAY AUTOMATIC DRYER Model AE 620 (Electric)

Just introduced, the Norge 4-Way Dryer is already passing the leaders—sales are rolling in for Norge dealers as never before in dryer history. Complete line of promotional and deluxe models, both gas and electric.

EXCLUSIVE 4-WAY DRYING

The only dryer that lets you turn off the heat, the tumbling, or both... depending upon the fabric you want to dry. You can dry with heat plus air, heat plus air plus tumbling, tumbling plus air, or fan-blown air only!

EXCLUSIVE TIME-LINE CONTROL

The most simple, flexible control yet designed—makes drying selective and completely 100% automatic. Both gas and electric models.

WON GOOD DESIGN AWARD

The NORGE Laundry Maids—automatic washer and dryer—are the most beautifully matched laundry team in America. They look, display, and sell beautifully together.

ABSOLUTELY SAFE FOR ANY FABRIC

Anything safe in water is safe in a NORGE dryer. Exclusive NORGE 4-way selective drying insures the right type of drying for every fabric—from the most delicate to the most durable.

FREE HOME TRIAL

The NORGE 4-Way dryer is sold by dealers on a 30-day free home trial basis with factory backing; a confidence that is paying off in increased laundry profits for NORGE dealers from coast to coast.

BUSINESS

INDUSTRIES, TORONTO



CHECK ON A NORGE FRANCHISE TODAY!

Norge—the sleeping giant of the appliance business—has awakened... fully backed and financed by mighty BORG-WARNER.

A NORGE Franchise may be available in your territory. For complete information, see your nearest Norge Distributor, or write direct to Norge.

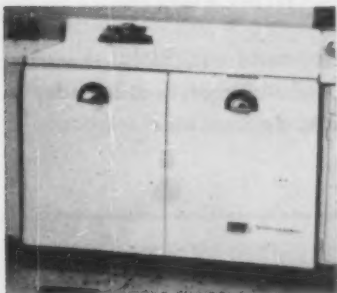


JORDON Freezer

Jordan Sales Co.,
Philadelphia, Pa.

Model: Improved "Little Lady" upright home freezer No. J-12S.

Selling Features: Designed for small kitchens or apartments; includes the Jordan "Lift-Off door" for ease of installation; Seal-O-Matic door; Lite-Guard signal lite in compressor compartment warns of interrupted power; 3 freezer plate shelves with Gold-Tone trim; adjustable knob-type temperature control; ignition type locking hardware; embossed interior, anodized aluminum with rounded corners; white Hi/baked enamel exterior; "Handy Racks" on door are gold-tone trimmed; 64 in. high, 32 in. wide, 26½ in. deep.
Price: \$499.50.



WESTINGHOUSE Dishwashers

Westinghouse Electric Corp.,
Mansfield, O.

Device: Improved Westinghouse dishwasher line available in 4 models: DWC-48SC, dishwasher-sink combination; DWC-24P, portable; DWC-24FS, free standing and DWC-24 under-counter.

Selling Features: Thermostatic water temperature control has been added to assure right water temperature—as water comes from water heater and enters the dishwasher for wash and second rinse periods, the temperature is measured by special thermostat—if water is not 140 degs. F., the cycle is delayed until heater brings water to desired temperature, if water is 140 degs, the cycle is started immediately; single dial flexible control makes possible flexible washing and drying cycle—any phase of cycle may be omitted by turning control dial to right once for each phase eliminated; a circular indicator in lower center of front panel shows phase is in operation—wash, rinse, dry or warm.

Swing-up center sections of the top rack provide convenient loading

NEW PRODUCTS

without removing any portion of top rack; large pots, pans and plates 11 in. diam. pass through these sections; doubles as a dish warmer by turning dial to right before closing until indicator shows warming; bowed front panel, circular indicator dial are new styling.
Prices: Dishwasher-sink, \$469.95; portable, \$359.95; free standing, \$349.95 and under-counter, \$429.95



JAMES Dishwasher

James Mfg. Co.,
1018 W. Sycamore St.,
Independence, Kansas

Device: James plumbed dishwasher.

Selling Features: New under counter dishwasher operates with same "wall of water" principle as used in the James mobile models; fits flush with cabinets; removable front panel makes it possible to match custom kitchen installations, metal or wood; automatically softens water and preheats each wash cycle; easy to install in new homes; equipped with power drain.



G-E Dryers

General Electric Co.,
Appliance Park,
Louisville, 1, Ky.

Models: Deluxe dryers DA-622L and DA-520L.

Selling Features: Dryers have been designed as companion pieces to washers; feature color coded control dials; "conditioner dial" can be set at high or low temperatures for various fabrics and a third position allows dryer to operate without heat for fluffing or sprinkling; "timer dial" starts operation and controls length of drying cycle.

Automatic sprinkler, a drum-width metal cylinder which, when filled with water and inserted into special sockets in drum dryer, permits up to 4 lbs. dry clothes to be

sprinkled for ironing. Other features include ozone lamp; an inside light which goes on when door is opened; door latch opens by hand or gentle nudge of knee.

No. DA-520L has non-illuminated timer dial which starts operation and controls length of drying cycle; temperature settings for everyday load or fine synthetic fabrics are on temperature control switch.

Both models have lint trap with fine mesh screens in base of dryer; gasket on insulated double-panel dryer door; cushioned-power motor permanently lubricated; operates on 230 volts, but can be adapted to 115-volt operation; dries up to 9 lbs.; safety switch stops motor and shuts off heater to permit removing or adding extra pieces without interrupting selected drying time.

Prices: DA-622L, \$249.95; DA-520L, \$229.95.



MAJESTIC Ranges

Majestic Radio & Television Div.,
The Wilcox-Gay Corp.,
70 Washington St.,
Brooklyn, 1, N. Y.

Models: "Coronation" ranges Nos. MRA6, MRA5, MRA4 and MRA3.
Selling Features: MRA6 and MRA5 have new control panel in gold and chrome with concealed fluorescent light; controls grouped to right; 6 qt. deepwell cooker has lift up element that can be used as 4th surface unit. Surface units comprise three 6-in and one 8-in. all with 7-speeds; large even-flo heat oven; multi position broiler pan has smokeless grid; built-in shelf glides adjustable for various utensil heights; large warming drawer on MRA6 has 400-watt element; MRA5 has large storage drawer; white titanium porcelain enamel finish, acid and scratch-resistant; 39 in. wide; features include Minit-Minder, Automaticcook, timed outlet; Select-A-Trol timer.

MRA4 has modern styling controls grouped to right on white and chrome control panel; 6 qt. deepwell cooker; surface units include two 6-in. and one 8-in. heat unit; large storage drawer; built-in slide shelves; large safety light glows when any surface unit is on; appliance outlet; safety light glows red when broiler is on, white when oven is on; preheat button heats oven to 350 degs in less than 5 minutes. 39-in. wide.

MRA3, apartment size model has

4 Super-heat monotube thrift surface units; 7-heat control; non-warp broiler pan with grid; 2500 watt broiler unit; smokeless broiler grid.
Prices: MRA6, \$314.50; MRA5, \$294.50; MRA4, \$195.75 and MRA3, \$166.75



MITCHELL Dehumidifier

Mitchell Mfg. Co.,
2525 Clybourn Ave.,
Chicago, Ill.

Device: Mitchell 1954 dehumidifier.

Selling Features: Heats as well as dries air; a 1000-watt heating coil and high-speed fan takes chill out of air on cool days; dehumidifier is built around Mitchell "Dyna-System" that removes from 2 to 3 gal. water (17 to 25 lbs.) from room air in 24-hrs.; will control moisture content in closed room of up to 10,000 cu. ft. to dehumidify, the unit draws moist air over evaporator coils cooled by circulation of Freon-12; moisture condenses to water and drains off into an enclosed container or permanent drain; dried air passes over condenser where it is warmed and discharged at room temperature; it circulates and filters air whether set for "dehumidify" or "heat"; humidity-dial indicates when to turn on and when humidity has been lowered sufficiently to turn off. Mounted on casters, the 1954 model is 20-½ in. high, 12½ in. wide and 19-½ in. long; weighs 65 lbs; operates on 115 volts.

Price: \$139.95

Frigidaire Air Conditioner

Frigidaire Div.,
General Motors Corp.,
Dayton, O.

Device: Compact year-round residential air conditioner.

Selling Features: Has 2-ton cooling capacity combining heat and cooling in single package; offers option of using oil, or gas as fuel for heating; furnace capacity is 75,000 btu/hr. output with oil; 90,000 btu/hr. input with gas. Summer cooling and dehumidification provided by completely automatic refrigeration system; units are designed to cool and heat new or existing homes up to 6-rooms; 78 in. high, 46 in. wide, 25 in. deep; designed to operate in small closet-type enclosures, basements or utility rooms; gray enameled steel cabinets. During summer cooling system dehumidifies, filters, circulates and cools; during winter, the furnace section heats, humidifies, filters and circulates air.



I arrived on August 1, 1954

My capacity is 20, 30 and 45 gals.

My parents are Toastmaster*
Water Heater Specialists

And my name is Toastmaster
Commander Model Gas Water Heater

The new Toastmaster Commander Model Gas line will
carry a 10-year warranty — at lowest prices ever!



TOASTMASTER

AUTOMATIC WATER HEATERS

*"Toastmaster" is a registered trade mark of McGraw Electric Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" Toasters and other "Toastmaster" Products. Copyright, 1954.

Fillery THE WORLD'S ONLY COMBINED VACUUM CLEANER-FLOOR POLISHER



*You've never seen an
appliance like this before!*

You must see it in action to realize how unique this Fillery appliance is — it has no competitor. It is both the most-powerful-known vacuum cleaner and a top-efficiency two-brush electric floor polisher. It also scrubs floors and teams up with attachments for all above-floor cleaning, too! It's a treat to demonstrate — it sells itself. Novelty attracts — exclusive features interest — obvious advantages sell! And price is the final clincher — with ALL any make of vacuum cleaner can give — and a polisher as well!

AS A VACUUM CLEANER

More powered super suction and gentle beating gets under carpet dirt and revitalises pile. Then with nothing to attach —

but with the flick of a

AS A FLOOR POLISHER



switch

Two full-size revolving polishing brushes are brought into action. Suction sweeps ahead, picks up dirt, making pre-sweeping unnecessary.

SCRUBBING: In seconds fit scrubbing attachments* including automatic detergent applicator convertible to sponge mop.

ATTACHMENTS*: Complete for all floor-to-ceiling cleaning — styled for modern living — snap on fit.

*Optional extras

AN ENTIRELY NEW APPLIANCE! THAT HAS NO COMPETITION!

Open new profit fields with the *Fillery*!

GET MORE SALES

There's no competition . . . The Fillery is the only appliance of its kind; it's unique—it sells itself!
Protected by world-wide patents.

GET MORE PROFITS

Profit margins are generous. At the suggested retail price of \$129.50 there is more than \$50.00 real profit for you, Mr. Dealer. No need to cut prices . . . You can get full profit on every machine you sell.

TRADE-INS

Special adaptor enables use of customers' existing attachments, reduces trade-ins.

GET FILLERY TODAY!

Sell it while it's NEWS! Powerful multi-million dollar T.V. and big-space promotions break early September.

PARTICIPATE!

Order your floor stocks now . . . Point of sales aids, dealer co-op advertising, demonstrations and other sales promotions are geared to our national advertising to produce brand new profits for you.

Fillery

HOME APPLIANCES INC.

38 Pearl Street, New York 4, N.Y.

Phone: Whitehall 3-7060

20 YEARS OF WORLD-WIDE LEADERSHIP IN THE MANUFACTURE OF HOME CLEANING APPLIANCES.
GET FULL PARTICULARS — DISTRIBUTORS AND DEALERS WANTED FROM COAST TO COAST.



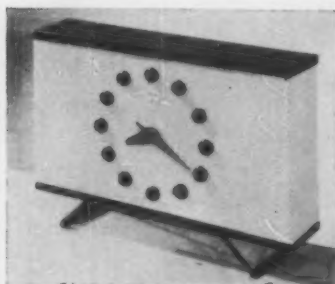
WESTINGHOUSE Toaster

Westinghouse Electric Corp.,
Mansfield, O.

Device: Newly designed pop-up toaster.

Selling Features: Designed to provide uniformity and consistency and speedier toasting; new type element used in combination with a reflector distributes heat rapidly and evenly; basic Westinghouse toaster principle of fixed-time for toasting cycle with thermostatic control to regulate amount of heat needed is retained; produces medium brown toast in 90 secs.; black plastic ends extend from top to bottom, and are decorated with a cone-shaped chrome insert; handles are molded as part of each end; toast carriage depressor is centered in one handle and has extra 1-in. lift-up feature for removing small pieces of bread; Color Control for toast brownness graduated from light to dark is located below depressor; 1-piece casing of chrome over nickel and copper on steel; operates on 115 volt a.c.

Price: \$19.95



TELECHRON Clocks

Telechron Dept.,
General Electric Co.,
Ashland, Mass.

Models: Designer line of 6 decorator clocks.

Selling Features: Models include Turn-About (No. 7H221) a table or wall alarm; Outline (No. 5H65) modern table model in wrought iron and wood; Illumitime (5H69) illuminated table or wall clock; Panorama (5H71) table or desk clock in hand-rubbed walnut and lucite; Innovation (8H27) free-hanging clock contemporary with hanging lamps and other mobile accessories; and Show Piece (5H67) combining traditional and modern.

Prices: Turn-About, \$19.95; Outline, \$36; Illumitime (illustrated) \$40; Panorama, \$45; Innovation \$50; and Show Piece, \$100.

NEW PRODUCTS ... Electric Housewares



HANDYHOT Blendette

Chicago Electric Div.,
The Sillex Co.

Device: Handyhot "Blendette", No. 2001.

Selling Features: Blends, mixes, aerates, purees; takes 4½ in. square counter space, stands 11½ in. tall; removable "Spin-Blades" produce a "whirlpool-action" cutting, folding, aerating; squared 32-in. jar is graduated in cups and ounces; easy-grip thumb and finger grooves on each side for easy handling; white plastic cover; air-cooled, permanently lubricated motor; white plastic shell; 90 watts, 115 volts, 60 cycles; a.c.

Price: \$14.95



DORMEYER Hotcup

Dormeyer Corp.,
500 W. Huron St.,
Chicago, Ill.

Device: Dormeyer Hurri-Hot electric cup.

Selling Features: Has 23-oz. capacity; makes 4 cups beverage, heats soups, chili, or warms baby's milk; removable aluminum rack is provided for boiling eggs; chrome finish.



G-E Toaster

General Electric Co.,
Small Appliance Div.,
Bridgeport, Conn.

Model: G-E automatic toaster, T-82.

Selling Features: New ivory base model has been introduced; retains all operating features of present T-82.

Price: \$22.95



UNIVERSAL Coffeematic

Landers, Frary & Clark,
New Britain, Conn.

Device: A copper Coffeematic has been added to Universal's line.

Selling Features: Red-gold polished finish is protected from tarnish and discoloration by a baked-on lacquer coating—finish can be cleaned with plain water and a soft cloth; includes Flavor-Selector feature that gives exact strength coffee each time; Redi-lite glows red when brewing is finished; heat sentinel guards water temperatures, never allows water to boil non-drip spout designed to make coffee flow in even stream without splash or drip; plastic handle with easy grip; cold water pump forces water up stem on to special spreader plate with raised perforations; cup markings below spout on inside give water levels from 5 to 10 cups.

Price: \$32.50



SIGNAL Fan-Heaters

Signal Electric Mfg. Co.,
Menominee, Mich.

Models: Signal automatic portable fan-heaters, FH-81 and FH-101.

Selling Features: "Thermostatic brain" turns on fan or heater automatically as room temperature changes; air streams adjust through 105 degs.; dove-grey finish, black wrought iron supports; polished chrome safety guards; all models operate on 115 volts, 1650 watts, 50/60 cycles, and equipped with Signal built fan motors.

FH-81 has 8 in. blades; automatically cools 550 cfm or heats 200 cfm, 5400 btus; 2-stage heating; manually operated model also available.

FH-101 has 10-in. blades, automatically cools 800 cfm or heats 200 cfm, 5400 btus; Venturi design convactor; No. FH-10 is manually operated.



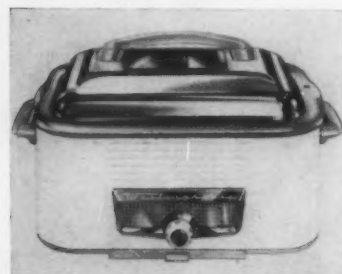
PROCTOR Toaster

Proctor Electric Co.,
3rd & Hunting Park Ave.,
Philadelphia, 40, Pa.

Device: Proctor automatic pop-up toaster No. 1484.

Selling Features: Produces same color toast with all type bread; toasts white bread in about 61 secs., dark bread in 77 secs., new 1000-watt a.c. element reflects heat onto bread faster; nickel-chrome wire ribbons are wound around sheet of Fiberglas woven fabric filled with glass wool instead of asbestos, which heats up quickly and cuts "warm-up" period; platinum-tipped thermostat measures bread temperature, turns off heat when desired color is reached, causing bread to "pop-up"; built-in compensator matched to main bi-metal strip prevents friction, lost motion; "bread pusher" positions all slices placed in toaster; simplified thermostat has small control, governed by heat of bread which makes it possible to reheat toasted slices; color control lever moves horizontally across end of toaster; electromagnet provides "pop-up" action; stainless steel grill wires hold bread in place; 1-piece steel element frame; aluminum busbars, streamlined chrome steel shell; black plastic handles.

Price: \$18.95



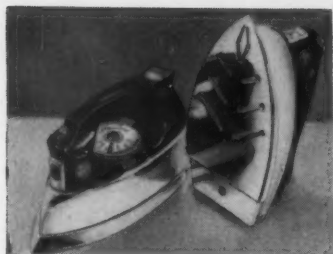
WESTINGHOUSE Roaster-Oven

Westinghouse Electric Corp.,
Mansfield, O.

Device: Newly styled Westinghouse roaster-oven, No. RO-541.

Selling Features: Specially designed modern handles for sides and the look-in lid; restyled escutcheon plate; 18 qt. capacity; white, trimmed with grey; polished aluminum lid with look-in glass panel; small Time-Temp shelf slides out from base, lists cooking times and temperatures; grey enameled inset well has wide overlap rim; white plastic control knob with red translucent center; 3 heat-proof glass oven dishes and a rack; accessories include a console-size cabinet and times, and a broiler grill.

Price: \$43.95



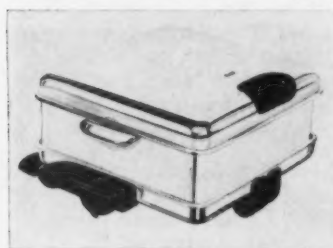
HOOVER Steam-Dry Iron

The Hoover Co.,
North Canton, O.

Model: Hoover steam-or-dry iron with stainless steel soleplate.

Selling Features: Weighs 3½ lbs.; less than 4 lbs filled for steam ironing; 7.7 oz. holds enough water for 30 to 45 min. steam ironing; reservoir can be filled anytime while using steam without waiting for iron to cool; easy to fill and empty through front handle opening; for dry ironing dial can be set for correct temperature for type fabric being ironed; designed for left or right-handed use; steam is automatically cut off when iron is placed on heelrest; 1100-watt, a.c. only; large easy-to-read dial has positive click for steam setting, and smaller teeth for finger contact.

Stainless steel clad soleplate is obtained by bonding approximately ⅛ in. stainless steel to regular aluminum soleplate; uses flash-steam principle; convenient steam valve operation for instant change from steam to dry for short periods; double thumb rest; large filler spout.



ARVIN Cook-All

Arvin Industries, Inc.,
Columbus, Ind.

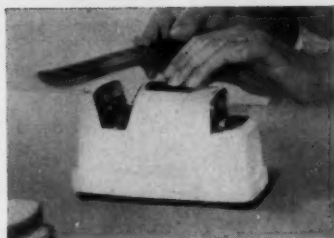
Device: Arvin Lectric Cook-All, a companion to the Lectric Cook.

Selling Features: Can be used as a frying pan, roaster, oven, chafing dish, saucepan, defroster or food warmer; a newly developed thermostat makes it possible to "tune in" any desired degree of heat between 150 and 500 degs.; automatic signal light flashes on when unit is plugged in and goes off when pre-set temperature has been reached; basic core of the new Cook-All is the Arvin Lectric Cook to which has been added a removable aluminum "insert pan" 9 in. sq., and 3 in. deep that provides 243 cu. in., or over 4 qts. capacity; wide-range expansion hinge insures snug fit of cover and pan and permits raising lid vertically or opening it flat.

Portable, versatile and easy to clean; weighs 10 lbs.; aluminum insert pan can be cleaned in dishpan or sink; 110-120 volts a.c., 1320 watts.

Price: \$29.95.

NEW PRODUCTS ... Electric Housewares



DORMEYER Knife Sharpener

Dormeyer Corp.,
500 W. Huron St.,
Chicago, Ill.

Device: Dormeyer Edge-Well electric knife and scissors sharpener.

Selling Features: Blade drops naturally into slot at proper angle to sharpening wheel for perfect sharpening; safety device stops wheel from rotating if excessive friction heat develops; white enamel finish with grey trim.



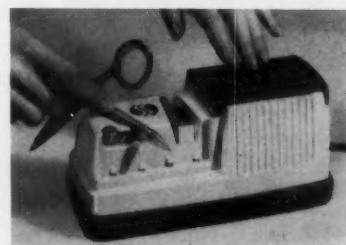
UNIVERSAL Steam Travel Iron

Landers, Frary & Clark,
New Britain, Conn.

Model: Universal Stewardess steam travel iron.

Selling Features: Will steam or dry iron; automatic temperature control; one filling allows 30-min. for steam pressing; weighs 28 oz; can be filled from any faucet with 3 oz. tap water; dial-the-fabric automatic temperature control; filler cap is permanently attached to a chain; irons all types fabrics from nylons to linens; 21 sq. in. aluminum soleplate; rounded heel; all around bevel; handle folds down with flick of release bar and slips into water-resistant plaid carrying case; a simulated suitcase box with handle makes carrying easier for the traveler, a.c. only.

Price: \$14.95



SUPREME Knife Sharpener

Supreme Products Inc.,
2222 So. Calumet Ave.,
Chicago, Ill.

Device: Supreme combination knife and scissors sharpener.

Selling Features: Has separate grinding wheel for scissors with a 12½ deg. bevel; finger-touch switch

operates sharpener when slight pressure is applied; automatic stop stalls motor without harming it if a blade is pressed too firmly against grinding wheels; modern design; white shock-proof plastic case, black platform switch and non-skid rubber base.

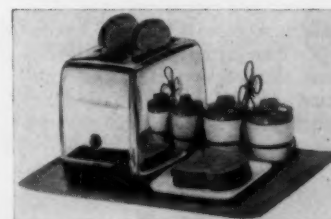


WESTINGHOUSE Mixer

Westinghouse Electric Corp.,
Mansfield, O.

Device: Westinghouse portable mixer.

Selling Features: Weighs 3 lbs; will perform any mixing job from beating eggs to refrigerated cookie batter; Stop-N-Go switch located with thumb reach on front handle which gives instant control with one hand; Speed Selector Dial located below handle, provides 3 speed settings: high, medium and low; handy heel rest; 2 large beaters combine with ⅛ h.p. motor; beater ejector pops both beaters out for cleaning and storing; a slot on bottom of mixer serves as wall hanger.



TOASTMASTER Sets

Toastmaster Products Div.,
Mc Graw Electric Co.,
Elgin, Ill.

Device: Toastmaster "Toast 'n Jam" sets 6D16 and 6D14.

Selling Features: Complete toast service for use in kitchen, recreation or living room—the "Toast 'n Jam" sets Super Delux (6D16) includes Toastmaster's Super De Luxe toaster with power action motor that instantly lowers bread and starts it toasting immediately; toast control dial adjusts to exact shade toast wanted; press-toast-control dial permits stopping toasting cycle at any time; flexible timer insures perfect toast every time; toasts one slice in either slot and raises it extra high; push-button hinged crumb tray swings open instantly for easy cleaning; operates on 110-120-volts, a.c., 1080 watts. Jam Set includes a limed-walnut tray inlaid with blue-gray simulated leather; 2 Melmac Ware jam jars

in gray with blue and terra cotta covers and a gray Melmac Ware toast plate. A wrought iron finished wire jar rack holds the jam jars.

6D14 Set includes Toastmaster's 1B14 automatic toaster with toast-taste selector; oven-type construction; easy to clean hinged crumb tray; a.c. or d.c., 110-120 volts; 1210 watts. Brown walnut tray inlaid with simulated leather; Melmac Ware jam jars have sand color bases and persimmon and chocolate colored covers. Toastplate is of sand Melmac Ware. Modern design wrought iron jar rack.

Prices: Super De Luxe set \$34.95. Deluxe set, \$29.95.



MARKEL Fry-o-mat

Markel Electric Products Inc.,
Buffalo, 3, N. Y.

Device: Markel-Maid Fry-o-mat frying pan, No. MM-50.

Selling Features: Large 11-in. square cast aluminum frying pan with water-sealed automatic heat control; 1200 watt a.c.-d.c.; weighs less than 6 lbs.; dial control marked in degrees of temperature; casserole handles; MM51 polished aluminum.

Price: \$19.95.



SUNBEAM Irons

Sunbeam Corp.,
5600 Roosevelt Rd.,
Chicago 50, Ill.

Device: 2 Sunbeam open handle irons—a steam-dry type, and a conventional Ironmaster dry iron.

Selling Features: Both models feature an open handle design for easier ironing of pleats, ruffles, sleeves, pockets; both have larger ironing surface and an easy-to-set heat control dial under user's thumb where a finger touch sets heat for fabric desired; Steam-Dry model operates on gravity feed principle which provides 2 hrs. ironing without refilling; elevated container holds 40 oz. water which is fed to soleplate a drop at a time instantly converted to steam.

Ironmaster conventional weighs 2½ lbs; air-cooled open handle.

Price: Steam-or-dry, \$21.50; Ironmaster, \$13.85



G-E Clock

General Electric Co.,
Small Appliance Dept.,
Bridgeport, Conn.

Device: G-E Ceramic wall clock.

Selling Features: Clock is made of semi-vitreous china in a choice of 4 decorator colors—spice, green, coral and charcoal; designed by Russel Wright; and matches in face and color treatment the Wright-designed "white-clover" dinnerware made by Harker Pottery Co.; easy to read dial.

Price: \$8.98



MIRRO Tea Kettle

Aluminum Goods Mfg. Co.,
Manitowoc, Wis.

Device: Mirro electric tea kettle No. 194M.

Selling Features: Boils 1 qt. water in 6-min.; self-protecting immersion type 1250 watt element—element reduces itself if water boils away, heavy gage aluminum; plastic knob and grip; spout designed for easy filling; 4-qts. capacity; operates on 115 volts a.c. only.

Price: \$11.95



AIR KING Heater

Berns Mfg. Corp.,
3050 N. Rockwell St.,
Chicago 18, Ill.

Device: Air King Jet Ray Heater No. FH-10.

Selling Features: Uses Ferrod heating to deliver heat and a pressure blower blade to provide greater air delivery and quiet operation; "Igloo" housing design keeps it cool to touch no matter how long heater is in operation; element and fan shut off automatically if heater is

NEW PRODUCTS . . . Electric Housewares

tipped over; rubber-tipped base to prevent tipping; weighs 12 lbs.; red indicator light glows when element is on; dial light: 950 watts (3240 btu) for constant gentle heat or 1500 watts (5600 btu) for rapid room heating. Beigetone baked enamel finish, chrome grille; available for 110 volt a.c. only.

Price: \$44.95



SUPREME Clipper Kits

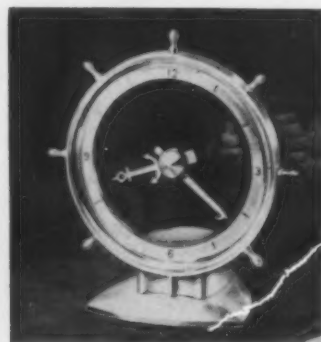
Supreme Products, Inc.,
2222 S. Calumet Ave.,
Chicago, Ill.

Device: Supreme hair clipper kits for home hair cutting.

Selling Features: Clipper line packed in 4 models: Supreme Super clipper with comb, shears, and Cru-cut attachment; Supreme Deluxe clipper with Cru-cut attachment, blade guard, comb, shears, nylon neck brush, neck apron and can of oil. These two sets packed in self contained display carton with "Can't-Go-Wrong" booklet featuring 3-step method for cutting hair.

Supreme Professional model is packed in simulated red leather zipper case fitted with comb and shears, instruction booklet. Supreme Animal clipper is packed in metal box with wall hangar and instructions for grooming popular breeds.

Price: From \$12.95 to \$34.95



JEFFERSON Clock

Jefferson Electric Co.,
Bellwood, Ill.

Device: Jefferson "Golden Helm" clock.

Selling Features: Ship's wheel motif; 24k. gold-plated base and outer ring with satin-chrome inner ring with navy-blue numerals; wheel-spokes machine-turned and 24k goldplated; an anchor times the hours and a boat hook the minutes.

Price: \$29.95



TITAN Heater

Titan Mfg. Co.,
Buffalo, N. Y.

Device: Titan Trio No. 11 push-button controlled heater with built-in room air purifying lamp.

Selling Features: Triple action heater gives convection and radiant type heat plus having a built-in Roomaire purifying lamp; 1320 watt convection element gives fan-forced heat; 1000-watt radiant element gives direct heat; 3.5 watt deodorizing lamp purifies air, eliminates odors and mustiness. Controls are operated by Titan-designed push-buttons; special Titan automatic overload eliminator precludes possibility of convection or radiant element being on at same time; heater measures 16 in. high, 15½ in. wide and 13¼ in. deep; features the Ever Cool case, a tip-over switch which automatically shuts off power if tipped over; a Thermodial thermostat automatically maintains pre-selected heat—set-it and forget it; small signal indicator in front panel remains on when heater is in operation.



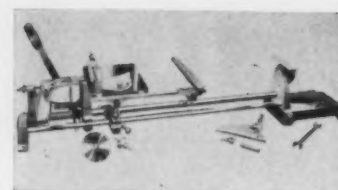
ENTERPRISE Sharpener

The Enterprise Mfg. Co. of Pa.,
3rd & Dauphin Sts.,
Philadelphia 33, Pa.

Device: Enterprise knife and scissors sharpener No. 36.

Selling Features: Guide slots scientifically plotted and placed to provide correct angle for keenness from heel to point; sharpening belt travels on 2 pulleys—belt gives 1¼ in. sharpening area in contact with knife or scissors, grind on belt designed to put keen edge on knives and scissors; air-cooled motor operates on 60 watts, 110-125 volts a.c.; base designed to fit firmly against table during sharpening process; size 8½x5½x6¼ in.; white, gray and black plastic case.

Price: \$14.95



Do-It-Shop

CUMMINS Power Tools

Cummins of John Oster Mfg. Co.,
Racine, Wis.

Device: Cummins line of power tools including Do-It-Shop, ¼ in. drill; portable workshop, floor and auto polishers.

Selling Features: Do-It-Shop, No. 440 is "7-tools-in-1" and includes a precision bench saw, lathe, horizontal drill, vertical drill press, shaper, disc sander, and portable electric drill.

¼ in. drill, available separately and available in the portable workshops, will bore, burnish, saw, sand, hack, clip, grind, buff, polish etc.

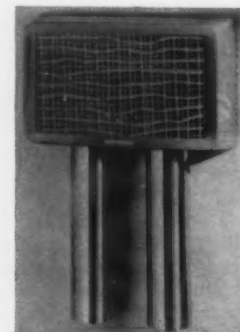
6 portable workshops are available with a wide variety of accessories which includes a ¼ in. drill.

Floor polisher No. 109 is an all-purpose home power tool that can be used as a floor or furniture polisher, sander and buffer as well as a drill; weighs 4½ lbs; a.c.-d.c. motor; side handle swivels to any convenient position.

Auto polisher No. 125 has 1300 rpm constant speed and comes complete with lamb's wool bonnet, three sanding discs, 2 wrenches, washer and nut set; 2-handle pistol grip handle.

Maxaw 700, weighs 10 lbs.; will cut 2-in. dressed lumber at 45 deg. bevel and straight cut, with blade to spare; blade size, 6-¾ in. diam.; ball and roller bearings on saw shaft; overall length 11-¼ in.

Prices: Do-It-Shop, \$79.95; ¼ in. workshops from \$19.95 to \$49.95; Maxaw, \$69.50; floor polisher No. 109 and auto polisher No. 125 \$29.95 each.



RITTENHOUSE Door Chimes

The Rittenhouse Co., Inc.,
Honeoye Falls, N. Y.

Models: New 1955 door chime line includes the "Lido" designed by Reinecke.

Selling Features: Sounds 2 distinct notes for front entrance and single note for rear; decorator-styled panel of plastic with metal cover frame; available in 3 color combinations—desert sand with brushed brass tubes, eggshell and brass, or eggshell and chrome. Rittenhouse-floating striker.

Price: \$7.95.



GAS MODEL 5565
Deluxe 40-inch. Steam
clock, timer, 24" oven,
appliance outlet,
Dispos-a-Bowls, lamp.
\$189.95

GAS MODEL 5587
Deluxe 40-inch. Griddle,
electric clock, timer,
appliance outlets,
Dispos-a-Bowls, lamp,
storage. \$249.95



ELECTRIC MODEL 5534
Deluxe 40-inch.
Convection-Grid. Oven, deep
well and cutlet are automatic.
Lamp, Dispos-a-Bowls.
\$299.95

**It's the biggest calling card ever used
for a complete line of ranges...**

LIFE

McCall's

**Better Homes
& Gardens**

**GOOD
HOUSEKEEPING**

**Farm
Journal**

**ELECTRICITY
ON THE FARM**

Soon, everyone will know

RCA Estate Ranges

are the best in gas... the best in electric!

You know the story. You've seen the 10 gas and 10 electric RCA Estate Ranges. You know they offer more oven space and more ways to cook. You know the magic pulling power of "Grill, bake, barbecue... all at once!" And, you know that they're so value-packed you

get your full list price! Full profit! Now, every housewife will know the story. Look at the calls RCA Estate advertising will make on your range prospects in the next 3 months.

Be ready with merchandise! Contact your RCA Estate distributor!

Suggested list prices shown. All gas models available for city or LP (bottled) gas.



Estate

GAS OR ELECTRIC RANGES

RCA ESTATE APPLIANCE CORPORATION • HAMILTON, OHIO
A Radio Corporation of America Subsidiary

**Sid Caesar
on TV**

**LELAND HAYWARD'S
COLOR
SPECTACULARS**

**"One Man's
Family"**

"WEEKEND"

**"Fibber
McGee"**

**"IT PAYS
TO BE
MARRIED"**



CUSTOM ELECTRIC MODEL 5540
—Grills, Bakes, Barbecues... all
at once! Full-size electric range.
Convection-Grid with superglaze unit.
Two full-size ovens—with Bar-B-Kewer
in one. 4-way automatic control.
Tel-U-Line, Dispos-a-Bowls, two
lower drawers, lamp. \$399.95

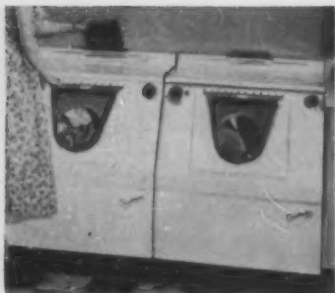


**Look at these
at only
\$399.95**



DELUXE GAS MODEL 5597—Grills and Bakes with 2-oven convenience!
Full-size 40-inch range. Side-away One-At-A-Time Convection-Grid available. Two
full-size ovens. Fingerlift Broiler. Clock-controlled oven and outlet. Drip trays,
Dispos-a-Bowls, Center Slammer Burners, lamp, automatic lighting of all burners. \$399.95





WESTINGHOUSE Laundry Twins

Westinghouse Electric Corp.,
Mansfield, O.

Models: Redesigned Laundromat L-8 and matching twin dryer, D-8.

Selling Features: A built-in instruction booklet—the Laundrofile—is featured in both washer and dryer; the washer has Agi-Tumble washing action, introduced last year; Weight-to-save door; water saver dial; flexible control for starting and stopping, repeating or eliminating any portion of wash cycle; can also be used as a portable with casters to replace leveling feet.

Dryer has new heat selector dial—permits selection of regular, low or no heat for drying any fabric; combined with 3-way dry dial, which can be set for dry, damp dry or any time setting up to 3 hrs; when set on "dry," the control automatically shuts off machine when clothes are dry; automatic safety signal indicates when cycle has been completed; removable nylon lint trap located in toeplate slides out for easy emptying; direct air flow system brings filtered air directly into drum while a fine mesh screen filters incoming air or dust and dirt before it is heated and blown into dryer; operates on 115 or 230 volts.

Both models have new styling; Laundrofile is a plastic case that lifts out of backplasher and opens for convenient reference to recipe booklet.

Prices: Laundromat, \$319.95; Dryer, \$239.95



WEATHERZONE Air Conditioner

Comfortzone Corp.,
Mineola, L. I., N. Y.

Device: Weatherzone portable air conditioner.

Selling Features: Cools by direct absorption of heat and moisture; compact, lightweight (14 lbs.) conditioner, provides a comfort zone in which to work, rest or sleep; operates on principle of expansion and contraction of air with changes in temperature—in hot weather

NEW PRODUCTS

when air is expanded it slows down the absorption of heat and moisture from body; also provides a constant flow of purified air; air is drawn into conditioner from rear, carried over a tray of water, where it is filtered and contracted; the treated air is then carried into 2 upper chambers in a closed housing with dual nozzles from which it is discharged into the room; measures 7x9x12 in.; requires no installation; operates on any a.c. outlet; 110 volts, 60 cycles or 220 volts, 50 cycles; 100 cfm rated volume.

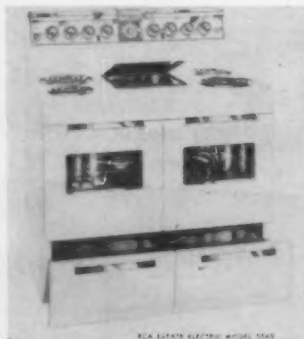


ATR Shav-Pak

American Television & Radio Co.,
St. Paul, 1, Minn.

Device: ART Shav-Pak designed for operating standard a.c. electric shavers in autos, buses, trucks, boats and planes.

Selling Features: Plugs into cigarette lighter receptacle on dash; small enough to be kept in glove compartment; 2 types 6-SPB has 6 volts d.c. input; 115 volts 60 cycle a.c. output—15 watts. No. 12-SPB has 12 d.c. volts input and 115 volts a.c.



RCA Estate Ranges

RCA Estate Appliance Corp.,
Hamilton, Ohio.

Models: A new line of 40-in. electric and gas ranges.

Selling Features: 7 new 40-in. electric ranges and 7 40-in. gas models feature rounded corners, a 1-piece top from mantel back to oven door; notched rear base fits snugly over baseboard; "Insulizer" construction includes double-thick Fiberglas wall blanket and cushion heat seal around oven door; griddle with flush-to-top cover convertible to a super-giant unit; Bar-B-Kewer meat oven; new oven racks that pull out; finger-lift broiler adjusts to 5 heights; Dispos-A-Bowls.

Top-of-line electric model 5540 has controls on the high mantel back, each equipped with a Tel-U-

lite indicator; 2 full-size ovens, one fitted with a Broiler-Bar-B-Kewer that doubles for speed broiling and at a low intensity setting, barbecues whole roasts and poultry; Converto-Grid with super-giant unit; 2 over-size units and 2 high speed units; 4-way automatic clock control.

3 CP models in the 40-in. gas line have automatic lighting for all burners; automatic clock control and Robertshaw safety pilot shut-off. No. 5595 has a bake oven and a Bar-B-Kewer oven; Grid-All; center simmer burners. No. 5597 has all above features with 2 full size ovens and a drawer broiler.

Prices: Electric models from \$199.95 to \$399.95; gas models from \$169.95 to \$399.95.



MARKEL Warmers and Cookers

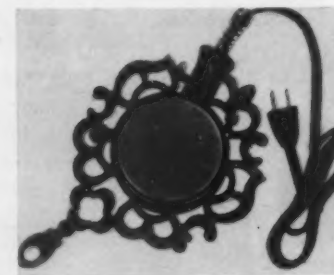
Markel Electric Products Inc.,
Buffalo, 3, N. Y.

Device: Markel-Maid Cookers MM-20 and MM-200 and Markel-Maid Warmettes, MM-10 and MM-100.

Selling Features: MM-200 and MM-20 cooker is a hi-lo hotplate for the table; cooks food and keeps it hot at table; hi speed: 660 watts, LO-90 watts; black screened decoration glazed on turquoise or white stone ware tile; coverplate of element is matching black ceramic on steel. a.c.-d.c.

MM-100 and MM-10 warmette has 90 watts a.c.-d.c. unit for keeping food warm at table; 4-color hand painted decoration under glaze stoneware tiles.

Prices: MM-200, \$9.95; MM-20, \$12.95; MM-100, \$4.95; MM-10, \$6.95.



ENTERPRISE Trivet

The Enterprise Mfg. Co of Pa.
3rd & Dauphin Sts.,
Philadelphia, 33, Pa.

Device: Enterprise electric trivet. **Selling Features:** Keeps food and beverages serving hot; made of cast iron; has 50-watt element; "apple blossom" design.

Price: \$4.95 with cord



WELBILT Ranges

The Welbilt Stove Co., Inc.,
Maspeth, N. Y.

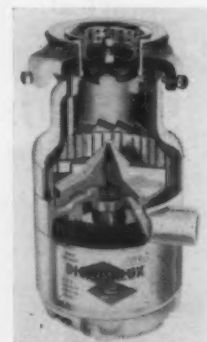
Models: A full new "Custom Line" of 20, 30 and 36-in. ranges.

Selling Features: "Custom Line" features a new deluxe backguard with electric clock, minute minder, lamp outlet, appliance receptacle; No. 5478, the feature model, is a 36 $\frac{1}{2}$ in. gas model with high broiler and deluxe backguard; also available with glass oven window and oven lamp. No. 5477, a 36 in. model had divided top and is also available with glass oven window and oven lamp.

No. 5437 Custom model with deluxe backguard 30 in. size with or without glass oven window.

Custom backsplash electric No. 5406 is a 20-in. 3 element model; No. 5407, 20-in. 4-element model; No. 5408, 30 in. and No. 5412, 36 in. A griddle top has been added to fully automatic electric range 5417. No. 54180 includes Welbilt rotisserie, griddle, and automatic oven.

Prices: From \$119.95 to \$269.95.



DISPOSALUX

Diamond Machine Tool Co.,
5111 Coffman-Pico Rd.,
Pico, Calif.

Device: Disposlux garbage disposer.

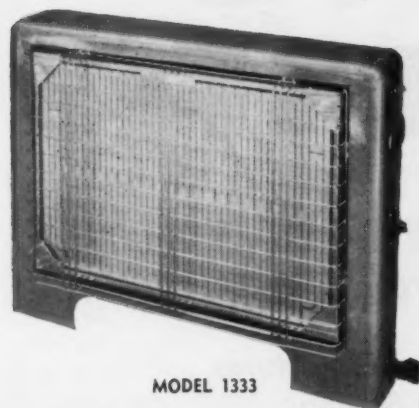
Selling Features: Pulverizes celery, corn husks, cobs, fruit pits, bones, 3-stage crushing, grinding and shearing action; weighs 38 lbs.; flame hardened cutting edges; built-in centrifugal pump; high cone rotor makes it impossible to cut hands if placed inside unit; bayonet type installation mounting; special mounting ring lets disposer support its own weight before bolted connections are made and permits it to be rotated in complete circle for quick connection between tail piece and existing trim; $\frac{1}{4}$ h.p. 115 volts 60 cycles.

ElectroMaid

NEW !!!

HEATS LIKE THE SUN !!! REVOLUTIONARY !!!

A new and revolutionary development in heating homes, schools and buildings.



MODEL 1333

PORTABLE Radiant Heat GLASS HEATERS

- STYLE
- BEAUTY
- PERFECTION
- AUTOMATIC
- SAFE
- ELECTRIC

WONDER HEAT
Built To Last!

SOLD WITH A

**5 YEAR
GUARANTEE PLAN**

AT NO EXTRA CHARGE

CHECK THESE

SENSATIONAL FEATURES !!!

- NO NOISE • NO ODORS—NO SOOT—NO DUST—NO ASHES—NO FURNACE
- QUIET, SAFE, PENETRATING
- ABSOLUTELY NO FIRE HAZARD
- NO MAINTENANCE OR SERVICE
- NO ROTATING PARTS TO WEAR OUT OR OIL
- SAFELY HANDLED WITH WET HANDS
- GLASS MOUNTED ON RUBBER CUSHIONS
- 1000 WATT SIZE HEATS A ROOM APPROXIMATELY 10' x 10'
- 1500 WATT SIZE HEATS A ROOM APPROXIMATELY 10' x 16'

No attention required!
Just plug in and feel the warmth and comfort of Radiant Automatic Heat.



MODEL 1337

It's the safest, most efficient Portable Heater ever made. Healthful too, gives you a better, more comfortable warmth. Economical . . . because the heat goes where you need it. Attractively finished so you can use it in any room in the home. Beautifully finished in Beige; also Ivory, Brown or Green On Special Order.

EASY TO USE . . . each panel is equipped with an automatically controlled accurate thermostat. Set the dial and it keeps the room at the desired temperature. For your convenience the thermostat is set in degrees and not just in numbers.

Patent Pending

Design Patent

Cat. No.	Watts	Volts	Thermostat
1333 BT	1000	118	yes
1333 BTX	1000	230	yes

AVAILABLE WITH OR WITHOUT GUARD AS REQUESTED

TEMPERED GLASS All the panels in ElectroMaid Heaters are made of Tempered Glass. This glass is practically unbreakable. It is specially tempered to withstand a great deal of physical abuse. Fused to the glass panels is a very thin aluminum element capable of converting electric power into infra-red radiant heat. The infra-red rays emitted resemble nature's own sunshine closely but without any harmful ultra-violet rays. (The ultra-violet rays in sunshine are the rays that cause sunburn)



Quick acting, no heat lag, just a flick of the switch and the room is flooded with healthful, penetrating radiant heat that warms the body, floors and surfaces without drying the air.

Patent Pending

Design Patent

Cat. No.	Watts	Volts	Thermostat	Finish
1337 B	1000	118	No	Chrome
1337 BX	1000	230	No	Chrome
1337 BT	1000	118	Yes	Chrome
1337 BTX	1000	230	Yes	Chrome
• 1337 BCH	1000	118	No	Baked Enamel
• 1337 BCHT	1000	118	Yes	Baked Enamel
1347 B	1250	118	No	Chrome
1347 BT	1250	118	Yes	Chrome

* These units (1337 BCH and 1337 BCHT) only available with 1-year guarantee, all others 5-year guarantee. Available with or without guard as requested.

EFFICIENT. ElectroMaid Radiant Electric Glass Heaters are almost 100% efficient for all energy delivered is converted into heat. Because of the large percentage of radiant heat energy developed and small percentage of convection currents, there are no drafts set up and that is why there is only 4° to 5°F. temperature difference between the floor level and the average ceiling.

WHERE USED. ElectroMaid Radiant Glass Portable Heaters are ideal for bathrooms, damp basements, attics, bedrooms, ticket booths, etc.

LOW COST. The extremely low capital cost of this heating system will please you. No special installation is required. With thermostatically controlled heaters rooms used only occasionally may be kept at a lower temperature until they are to be used, because the heat is developed so quickly.

BEWARE OF IMITATIONS

ASK ONLY FOR ELECTROMAID HEATERS

All our 5-year Guarantee Plan Glass Heaters are equipped with "Magic Brain" which protects your heater against damage if anything abnormal occurs that normally injures the heater—overvoltage or abuse cannot hurt it. When the abnormal condition disappears the heater again functions normally. **ELECTROMAID.** Heaters are almost 100% efficient, for all energy delivered is converted into heat. Within 4 minutes after it is turned on, heat is available directly to you because the heat energy travels in waves which strike all objects in their paths without heating the air around them first, as is usual with most heaters. Absolutely safe—no fire hazard.

We Manufacture the Largest Line of Heaters in the U.S.A.—Write For Our Complete Catalogue on Glass and Convection Heaters

ELECTROMAID CORP.

Gentlemen,

P.O. Box 30

Fair Trade Policy

CHAZY, NEW YORK

Please ship the following heaters to me, to be billed with Sept. 1st dating to approved accounts and payable Sept. 30th. Please bill thru my distributor, whose name is:

Name Address City Zone State

- ☐ ElectroMaid Heater No. 1337 B sells for \$49.95 My dealer cost is \$33.35 ea.
- ☐ ElectroMaid Heater No. 1333 BT sells for \$69.95 My dealer cost is \$46.65 ea.
- ☐ ElectroMaid Heater No. 1337 BT sells for \$62.50 My dealer cost is \$41.65 ea.
- ☐ ElectroMaid Heater No. 1337 BCH sells for \$39.95 My dealer cost is \$26.65 ea.
- ☐ I enclose my order for 8 heaters—Send me 1 heater No. 1337 BCH free
- ☐ I enclose my order for over 12 heaters—Send me 1 heater No. 1333 BT free

Prices Without Guard, Retail
Price With Guard Add \$3.50—
Dealer Cost \$2.35 Each.

SHIPPED PREPAID FEDERAL TAX INCLUDED

This is a "one to a customer" premium offer and is valid only when accompanied by this coupon. This offer expires Sept. 15, 1954. I am interested in handling ElectroMaid Heaters which are sold only thru distributors.

available in Canada from

CANADIAN ARMATURE WORKS INC.

6595 St. Urbain St., Montreal, Canada

Please Send Descriptive Literature

- ☐ I am a dealer. Name of my distributor is attached
- ☐ I am a distributor

Name

Address

City

Zone

State

Factory Representatives Wanted
For a Few Choice States

400% SALES JUMP!

(June 1953 vs. June 1954)

DEALERS AND DISTRIBUTORS DISCOVER NEW TV BONANZA
AS PUBLIC HAILS RAYTHEON **Challenger**

GIANT 21" SCREEN

It's all picture... only

\$169⁹⁵

Model 2160

RECOMMENDED RETAIL PRICE

BIG 17" SCREEN

It's all picture... only

\$139⁹⁵

Model 1750

RECOMMENDED RETAIL PRICE

FEATURES
that buyers want...
LOW PRICES
that make 'em buy!

New and Different Features Spark Oldtime Buying

Imagine! A four hundred per cent sales jump in June. Compare it with what others in this industry are doing—or *not* doing. Then, mark this: at the time this ad goes to press, Raytheon sales continue to mount and are now pouring in at the rate of a 500% jump! Distributors and dealers all over America have responded to the saleability of the new Raytheon Challengers. Now the public has caught fire, too.

The reasons for this "new life" in TV are readily seen. Prices that reach right down and bring out those lazy, mass buying dollars. A new kind of TV that makes the "second set" market—that huge replacement market of owners tired of tiny screens, the "portable" and small apartment dweller markets—a reality.

All this means the "Good Old Days" are here again for YOU—if you're selling Raytheons. If you're not and want to sell Raytheon, shake a leg and *do* something about it **RIGHT NOW!** Write, wire or phone, while your competition is "thinking it over."

Stand-up Tuning!

Ends the bends!
Tunes from natural,
easy finger-tip level.
Complete set of
controls.

8 Décor Colors!

Match any interior decorating
scheme—gorgeous, fashion-
favored colors, plus spectacular
leopard skin, leather and
wood-grain patterns!

Sleek HIGH-FASHION Profile!

Not an inch of excess "waistline,"
not an ounce of excess weight.
Challenger cabinet measurements
practically identical with tube size—slim,
trim lines that revolutionize TV styling!

AMAZING New Kind OF PICTURE

Fully defined from edge to
edge of the screen. No
"dead" screen. Wonderful
depth and clarity.

RAYTHEON

Portable

Compact, light weight (17"
only 47 lbs.)—easily carried
to and from porch, kitchen,
bedroom, rumpus room, summer
home, or on trips.

RAYTHEON

Challenger

WHERE BUSINESS IS BOOMING

RAYTHEON MANUFACTURING COMPANY
Television and Radio Operations
5921 West Dickens Avenue • Chicago 39, Illinois



HALLICRAFTERS TV Set

The Hallicrafters Co.,
20 E. Huron St.,
Chicago, 11, Ill.

Model: "King Size 21"—21-in. vertical chassis table set.

Selling Features: Housed in wood cabinet, walnut, mahogany or blond (Nos. 21T320W, M and B); vertical chassis has 15 tubes; new 90 deg. deflection tube which allows for 270 sq.in. picture; shorter tube neck and vertical chassis makes it lighter and smaller.

Prices: \$179.95 in walnut; \$189.95 in mahogany; and \$199.95 in blond.



G-E TV Sets

General Electric Co.,
Electronics Park,
Syracuse, N. Y.

Models: 26 models in new line, 4 groups "Pacer," "Black-Daylite," Black-Daylite Deluxe and Ultra-Vision.

Selling Features: "Pacer" group consists of two 17-in. and two 21-in. table models featuring specially designed K chassis with 17 tubes and 2 rectifiers; equipped with area selector switch permitting adjustment to signal strength available; 41 mc intermediate frequency band; "Glarejector" a system of setting tube and safety glass at opposing angles to eliminate washing out image by outside light interference.

Aluminized picture and dark safety glass used in practically all models in all groups; G chassis used in Black Daylite group provides area control switch on front panel to adjust to available signal strength; H chassis which powers Black Daylite DeLuxe sets has 17 tubes plus 3 rectifiers; provides semi-automatic area control plus higher tube volt-



NEW PRODUCTS . . . Television

age, improved audio through larger speaker and greater video drive. J chassis, used in Ultra-Vision models permits complete automatic area controls; 19 tubes, 4 rectifiers.

Designed to reflect trend toward low furniture lines two "Lo-Boy" consoles 21C348, with genuine walnut cabinet, and 21C349 with genuine blond oak have control knobs for stand-up tuning on a sloping panel above picture, concealed under lid; full doors cover screen when not in use; 3-shelf bookcase at right of cabinet. Ultra-Vision, 90 deg. black-faced aluminized tube, light absorbing safety glass included; 2-speakers, 8-in., and 10-in. cabinet bottom.

Prices: From \$149.95 to \$450.



BENDIX TV Sets

Television and Broadcast Receiver
Div., Bendix Aviation Corp.,
Baltimore, 4, Md.

Models: New line features "Hi Dial" top mounted control.

Selling Features: New styling has all controls mounted at front, above the picture tube, permitting easy access without bending.

New blond and mahogany table models feature front audio with picture-phonetic sound—the speaker is placed in the control panel permitting synchronized picture and sound.

Matching line of bases styled to compliment table models available with or without built-in 8-in. speaker; speaker base can be plugged into table set to produce picture-phonetic sound through use of both speakers.

Line includes four 17-in. sets including a blond and an open face console; 21-in. models consist of a table model with deluxe chassis, an open face console with same chassis; a custom mahogany or blond table model, and a custom mahogany or blond open face console, a half-door console in mahogany or blond and a 21-in. combination with 3-speed record player and 5-tube radio.

A 27-in. full-door model, blond or mahogany completes line.

All models except the 17-in. line and the lowest priced 21-in. table and console models have the custom power master chassis.

New long distance 82 all-channel UHF/VHF tuner with low noise ratio is available at \$20.

Prices: 17-in. sets from \$179.95 to \$199.95; 21-in. models from \$199.95 for table model with deluxe chassis to \$449.95 for 21-in. combination; 27-in. set \$449.95; and top control set, KMT21E, \$349.95.



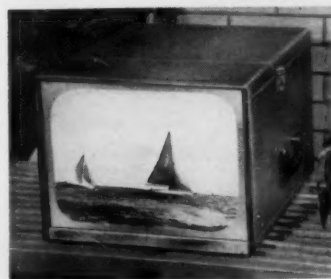
CROSBY TV Set

The Crosley Div.,
Avco Mfg. Corp.,
1329 Arlington St.,
Cincinnati, 25, O.

Device: Super V21 Plus, 21-in. table model with vertical chassis and new type tube.

Selling Features: Front practically all screen; new short neck picture tube permits compactness, reduces weight; controls on side of vertical chassis cut down size; 15 new dual purpose tubes; can be adapted for UHF by strip installations on 6 unused VHF channels.

Price: Walnut, \$169.95; mahogany, \$179.95; blond, \$189.95.



EMERSON TV Sets

Emerson Radio & Phono Corp.,
111 Eighth Ave.,
New York, 11, N. Y.

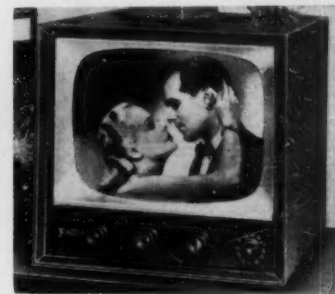
Models: Emerson "Compact" 17-in. portable TV sets Nos. 1060 and 1030, and 17 other models including consoles, tables, phono-TV combinations and phono-radio-TV models.

Selling Features: No. 1060 and 1030, contain the same Emerson circuitry plus a new curved "Wide Angle Screen" that makes it possible to view picture from extreme sides; side controls; No. 1060, 14 in. high, 18 in. wide, available with ebony, walnut, mahogany or limed oak cabinet. No. 1030, 12 in. high, 15 in. wide; 14-in. screen, features the Sound Deflector; automatic on-off switch; built-in antenna in lid.

No. 1074, 21-in. mahogany wood table model contains same chassis and circuitry as standard models.

A new Decoright series of five 21-in. table models to match all furniture are also included in line and are available in mahogany, walnut, maple, blond or lined oak.

Prices: Compact, \$129.95 and \$150; for models 1060 and 1030; No. 1074, \$179.95. Decoright series from \$199.95 in mahogany to \$229.95 for other wood finishes.



FADA TV Sets

Fada Radio & Electric Co., Inc.,
Belleville, N. J.

Models: Fada's 1955 TV line includes 11 models.

Selling Features: Line includes 4 table models—a compact 17-in. "Leader"; a 27-in. model with matching base; and 2 21-in. models. 4 modern open-face consoles; one quarter-door console and 2 full-door consoles.

President series, powered by deluxe chassis for reproduction in normal receiving area; Imperial series, for Power-Plus performance in fringe-areas; all models except V211CD may be had in VHF or UHF-VHF; Aluminized picture tubes featured in 24-in. and 27-in. models and is optional in most others; cabinet available in mahogany grain, or veneer or limed oak.



TRAV-LER TV Sets

Trav-Ler Radio Corp.,
571 W. Jackson Blvd.,
Chicago, Ill.

Models: 5 new models feature a new TV chassis: 317-56, 317-67, 321-75, 321-76, 321-770.

Selling Features: 317-56, a 17-in. table set in mahogany wood finish with side controls; 317-67, 17-in. table model in mahogany or blond; No. 321-75 21-in. table model in mahogany with side controls; 321-76, 21-in. table model in mahogany or blond with side controls; 321-770, 21-in. console with aluminized tube and optic glass in mahogany or blond wood finishes.

Prices: From \$129.95 for 317-56 to \$189.95 for 321-770 in blond.

It's the

GREATEST

advertising and selling effort in our 77 years.

EASY

is making an

ALL-OUT DRIVE for more

**AUTOMATIC
DRYER
SPINDRIER
WRINGER**

SALES

FOR YOU



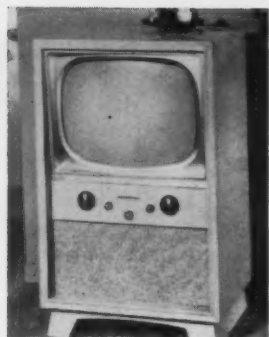
be sure you get the inside

STORY

from your

EASY

representative today!



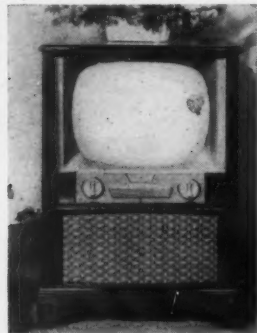
RAYTHEON TV Line

Raytheon Mfg. Co.,
TV and Radio Operations,
Chicago, Ill.

Models: Raytheon's new black and white TV line features 6 basic models, in 17 and 21-in. sizes.

Selling Features: 29 options in color, finishes and UHF are available in the new line; shown above is the 21-in. blond mahogany console No. C2166-B. Complete line includes sets varying in price from 17-in. table models at \$139.95 to 21-in. consoles at \$329.95. The 17-in. sets consist of 8 models in all metal cabinets with Charcoal brown, green or gold. Hammerloid, or in gold, mahogany, gray, black or Leopard skin leatherette.

Prices: Range from \$139.95 to \$159.95. The 21-in. sets range from all-metal cabinet table models from \$169.95 to \$198.95 and in consoles from \$199.95 to \$329.95.



DU MONT Telesets

Allen B. Du Mont Laboratories, Inc.,
750 Bloomfield Ave.,
Clifton, N. J.

Models: 12 new DuMont sets include 3 table, and 5 open face consoles 1 half-door model and the balance full-door models.

Selling Features: All models feature wood cabinets; with good performance in fringe areas as well as urban locations; mahogany, walnut, blond finish or mahogany or limed oak hardwood veneers in Traditional, Contemporary, and Modern styling.

Features include "Hi-Resolution" Self-Focusing "super-luminized" picture tube; a 41 mc intermediate frequency prevents interference from amateur radio bands; optional provision for VHF or complete 82-channel VHF/UHF tuners; and caster equipped bases on most consoles; VHF receivers have 30-tube equivalents; VHF/UHF sets have 32 tube equivalents; automatic stabilizers, anti-noise circuits, built-in antennas; removable safety glass fronts.

NEW PRODUCTS . . . TV and Radio

Barton, a 17-in. table Contemporary in walnut, mahogany or blond grain finish.

Bradley, 21-in. table Contemporary in walnut, mahogany or limed oak; tilted filter glass tube and safety glass; dustproof picture tube seal; matching base available.

Baylor, 21-in. table Contemporary in mahogany or limed oak grain has above features plus phono-jack switch; continuous tone control; illuminated selector dial.

Winsted, 21-in. open face Contemporary console in walnut, mahogany or limed oak grain has dustproof seal and tilted filterglass tube.

Clifford Traditional and Modern, 21-in. open face console Traditional in mahogany hardwood veneers, Modern in limed oak hardwood. Both models have tilted filter glass picture tube and safety glass; dustproof seal; phono-jack and switch; continuous tone control; illuminated selector dial; equipped with casters.

Hamilton, a 21-in. open face console, Traditional, mahogany hardwood and all above features.

Dellwood, 21-in. half-door Traditional console in mahogany hardwood and all above features.

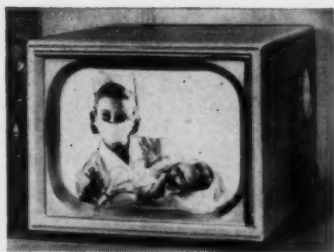
Richfield Traditional (mahogany) and Modern (limed oak) have all above features plus casters.

Belvidere, 21-in. Traditional console (mahogany) with doors, and all above features.

Allenby, a 21-in. open face Traditional (mahogany) has new Du Mont 90-deg. deflection angle tube which provides 270 sq.in. picture; new tube's neck length is 3-in. shorter than other 21-in. tubes allowing a shallower cabinet; super lumenized tube.

Glendale, a 24-in. open face console, Traditional in mahogany or limed oak has all the features.

Prices: From \$179.95 for 17-in. table model to \$505 for Allenby.



OLYMPIC TV Sets

Olympic Radio & TV, Inc.,
34-01 38th Ave.,
Long Island City, N. Y.

Models: Companion 14-in. table sets; Jamestown 21-in. radio-phono-TV combination; Colgate 21-in. Hi-Fi-radio-phono-TV combination and Continental 21-in. set plus 4 82-channel UHF-VHF sets Bowdoin, Columbia and Jamestown.

Selling Features: Companion available with leatherette or grained mahogany finish; Jamestown is avail-

able in mahogany or bleached oak; Colgate with twin speakers in mahogany or bleached oak and Continental a black and gray or black and blond tambour.

Bowdoin, 17-in. 82-channel table set; in mahogany; Columbia 21-in. 82-channel mahogany table set; and Jamestown with 82-channel tuner in mahogany or bleached oak.

Prices: From \$99.95 for Companion leatherette, to \$399.95 for Colgate oak.



RCA-VICTOR TV Sets

RCA-Victor TV Div.,
Radio Corp. of America,
Camden, N. J.

Models: New RCA-Victor line consists of 20 basic models in 17-, 21- and 24-in. tube sizes.

Selling Features: Line consists of 2 series—Super and De Luxe—and features newly designed chassis; new high-speed UHF continuously variable tuner; vertical control arrangements; illuminated station selector dial with large channel numbers; rotating matched-base consolettes; decorator colors such as tawny gold and grained charcoal oak and new wood finishes such as birch. Aluminized tubes featured in all but 4 low-end models.

The 17-in. Super model 17S450 Trent, in ebony, has newly designed chassis; a roll-around stand with wheels.

21-in. Super series features an ebony table model Medalist 21, 21S501. A second group of table models employ aluminized tube and dark safety glass, tone control, phono jack and switch; illuminated station selector controls; curved edges of metal cabinet; available in 4 finishes including tawny gold (Arlen21S503 ebony).

Vertical arrangement of exposed controls and decorative cover for concealed controls and 2 speakers are featured in the Pickford group of 21-in. consoles in mahogany and in blond.

Swivel, consolettes in 21-in. Super series have matching swivel base, so screen can be rotated; Wister, available in grained limed oak; other decorator finishes also available.

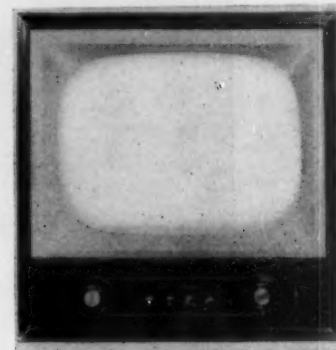
6 basic 24-in. receivers include 3 open-faced consoles.

Deluxe line includes one 21-in. and three basic 24-in. models. The 21-in. De Luxe is available in Con-

temporary styled open-faced console in mahogany, or blond. Deluxe 500 series, 24-in. group are available in Regency bow-front cabinet in mahogany, Provincial walnut and mahogany and a modern version in blond tropical or natural walnut.

All deluxe models have two 8-in. speakers.

Prices: From \$159.95 to \$500.



CBS-COLUMBIA TV Sets

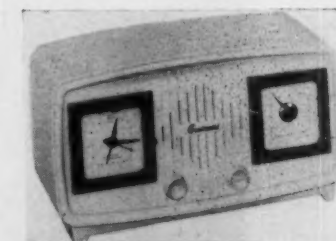
CBS-Columbia,
3400 47th Ave.,
Long Island City, 1, N. Y.

Models: CBS-Columbia features a short line of 7 basic 21-in. TV receivers.

Selling Features: Line consists of 5 consoles, 2 table models; all models have new CBS-Columbia "900" Power-Tron chassis—a 21-tube transformer shielded 41 mc unit; other features include "360" full fidelity sound with 2 speakers; full fidelity sight; 90-deg. deflection aluminized picture tubes; front controls concealed behind metal escutcheon; phono-jack attachment with front switch; electro-magnetic focus; keyed automatic gain control; small spot electron-gun; tone control; removal safety glass; tilted glare-free pictures; all models available with UHF-VHF all-channel tuners; mahogany or blond cabinets.

No. 23C49 console design permits use of base for bookcase, bric-a-brac or for a planter.

Prices: Consoles from \$199.95 to \$349.95; table models from \$189.95 to \$229.95. No. 22C09 wood console has an open list price.



CONTINENTAL Clock-Radio

Continental Radio Corp.,
1632 N. Wells St.,
Chicago, 14, Ill.

Models: No. 2800 clock-radio.

Selling Features: Radio is equipped with 5-tubes including rectifier; superhet circuit; high "Q" loop antenna; Alnico V dynamic speaker; Sessions square electric timer; and is vernier tuned; modern designed polystyrene plastic cabinet.



SO YOU

HAVE A PROBLEM

in merchandising your consumer advertising program

... here's help from the trade publication that can really give it.

The money you spend in national advertising is only half the answer.

The other half is the *dealer's response* to your campaign. If he is impressed, if he'll work with your line, *you're in*.

In the field of radio, television, major appliances, and electric housewares there is just one trade magazine that really helps you merchandise your consumer advertising.

It's the publication that 20 of the largest national magazines* *themselves* ran in, to build their own acceptance with dealers. Isn't this the one magazine where *you* should show your advertising to leading distributors and dealers?

Other specific, exclusive advantages to you, in using ELECTRICAL MERCHANDISING:

1. An editor and field staff who are in personal touch with daily operations in the industry . . . who know more about the retail successes that are occurring every day than anybody else. You may *need* this know-how some day.
2. A research department that is respected the length and breadth of the industry. It

provides trend information and correlations of figures that no one else even attempts. The phone rings constantly in this office . . . people seeking information from a *reliable* source.

3. A working panel of 366 carefully selected dealers located from coast to coast. When you want realistic marketing advice here are experienced retailers familiar with local sales problems who give such information just to this one trade publication in the field.
4. Screened and selected subscribers . . . (not everybody is permitted to buy ELECTRICAL MERCHANDISING) . . . more than 37,000 of them. If you know your trade, you'll recognize these subscribers as an audience of *leaders*.

Build yourself into the leading promotional publication in the field where your sales problems must be solved. Be a known factor in this audience, month in and month out. Concentrate in ELECTRICAL MERCHANDISING . . . where dominating space enables you to make the right impression on the cream of the trade.

ELECTRICAL MERCHANDISING *comes first* when it comes to merchandising your appliance-radio-TV consumer advertising.

*Such as . . . Better Homes & Gardens, Ladies' Home Journal, McCall's, Family Circle, Successful Farming, Parade and others . . . most of whom used ELECTRICAL MERCHANDISING *exclusively*.



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will

cover the market **alone**

Berns AIR KING Introduces

2 New Heaters

As Hot as the Sun in performance and sales!

Berns AIR KING

The only fan-forced electric heater that gives

"true room temperature control!"

The thermostat of this handsome new heater "reads" the actual room temperature—not the heater temperature—an exclusive feature that means more comfort and sales. Delivers heat you can feel in 20 seconds! And it's beautifully styled in smart Beigestone baked on enamel finish with gleaming chrome grill. Stock up NOW!

MODEL FH10—List Price \$33.95

DUAL HEAT—900 Watts or 1650 Watts • FERROD HEATING ELEMENTS • AUTOMATIC Thermostat Control • TIP-OVER SWITCH • "GLOO" HOUSING—always stays cool • INDICATOR LIGHT • EXCLUSIVE PRESSURE BLOWER BLADE—sends heated air throughout entire room, quietly • UL approved • 1 Full Year Guarantee.



HEATS ... when it's cool

COOLS ... when it's hot

TILTS ... up or down

DUAL HEAT ... 1650/1320 Watts

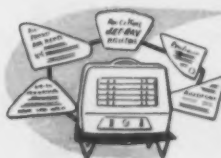
Does "double duty" economically and effectively—for double sales value! Versatile Berns Air King Tropi-Cool has one knob control for two degrees of heat—or a cool refreshing breeze. Powerful Nichrome heating element ... scientifically pitched aluminum blade.

Smart Beige-tone baked on enamel finish with modern wrought-iron finished handle and stand. Chrome guards in front and back insure safety yet permit full air delivery. 1 Full Year Guarantee. UL approved.

MODEL NO. FH9—List Price \$19.95

tropi- cool

HEATER-FAN



FREE DISPLAY

Show 'em—and you'll sell 'em! Colorful, sturdy specially designed display shows off Berns Air King Jet Ray or Tropi-Cool models. Traffic-pulling mat ads and other merchandising aids also available.



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Please send me illustrated catalog pages with complete information on your JET RAY and TROPICOL HEATERS ... and FREE DISPLAY DEAL.

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NEW PRODUCTS



ADMIRAL TV Sets

Admiral Corp.,
3800 Cortland St.,
Chicago, 47, Ill.

Models: 22 models in Admiral's 1955 TV line.

Selling Features: All sets in line feature either new advanced cascode or improved supercascode chassis. Also featured in the line is the use of printed circuits containing 6 tubes and $\frac{1}{2}$ of all normally exposed wiring in chassis.

Largest model is a deluxe 27-in. open face console, (mahogany or blond oak) C2826Z with 27-in. aluminum tube; super cascode chassis; optic filter; hi-fi-inclined speaker.

Standard on all models are power transformer; built-in antenna; flexo-matic focus; wide range FM sound; agc; and an inclined tuning dial that permits tuning from a standing position.

Line includes three 17-in. table sets in ebony and mahogany and a step-up deluxe set with optic filter; all 2-in. table models feature new 270-sq. in. tube, tinted optic filter and super cascode chassis; removable safety screens; wide IF bands and continuous tone control.

Next series of deluxe table models in mahogany, blond and maple wood cabinets have golden picture frames; optically-curved filter screens; specially treated tubes.

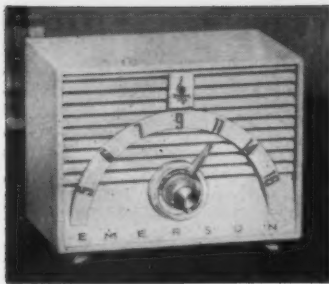
Capri (C2256) a standard 21-in. mahogany wood console has advanced cascode chassis; large printed circuit section with 6 tubes.

Deluxe full door console (2326Z) in mahogany, blond oak or maple.

Top 21-in. consoles and combinations as well as the 27-in. console feature large Alnico 10 and 12-in. speakers hi-fi mounted at angle to beam FM sound to ear level; all models have 12-channel turret tuner with provision for installing snap-in UHF tuning strips or with optional 82-channel VHF-UHF 1-dial tuner.

In the combinations the latest Admiral 3-speed phono with turn-over, hi-fi pick-up cartridge and separate needles for LP and standard records is featured; this unit also intermixes 10 and 12-in. records of same speed; an optional 45 rpm spindle permits playing these records without spider inserts.

Prices: From \$149.95 for 17-tube table model in ebony plastic to \$425. for 27-in. model in oak. Combinations, from \$299.95 to \$515.



EMERSON Radios

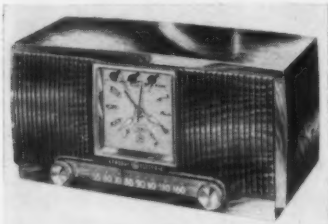
Emerson Radio & Phono Corp.,
111 8th Ave.,
New York, 11, N. Y.

Models: A "Twin-Speaker" radio, No. 812, 2 "Multi-Purpose" models 822 and 808 featured in a radio-phono line consisting of 27 basic models.

Selling Features: "Twin-Speaker" No. 812 has 2 coordinated Alnico speakers; an improved superhet circuit; a.c. or d.c. operation; ebony cabinet. Decorator colors available for \$3. additional.

"Multi-Purpose" models 822 and 808 are equipped for 2 simple listening attachments (ear and under-pillow) each attachment is optional at \$10. extra.

2 inexpensive a.c.-d.c. radios 811 and 813 are available in ebony or in decorator colors.



G-E Radios

General Electric Co.,
Electronics Park,
Syracuse, N. Y.

Models: G-E's 1955 radio line includes 39 models in table, portable and clock-radios.

Selling Features: New features include a "push-pull on-off switch" designed to overcome need to wait for radio to warm up before volume can be adjusted—once correct volume is determined the volume control need only be pulled-out or pushed-in to turn radio on-or-off; switch is featured in 3 Dial Beam models, 442, 443 and 444 and three 5-tube Musaphonic table models, 446, 447 and 448.

Calendar clock radios No. 577 and 578 show date and day of week on face of clock; day indicator changes automatically at midnight; these models also have the new



"full music alarm" feature, a switch that turns off radio automatically after a preselected period of up to an hour; radio automatically turns on, and volume is auto-

NEW PRODUCTS ... Radio-Hi-Fi etc.

matically stepped up to insure waking to music.

10 G-E radios include Musaphonic clock feature: 4 clock radios 580, 581 and 582 (4-tube models plus rectifier) and 590, a 5-tube plus rectifier model.

New clock face design in 4 clock-radios: No. 572 has mahogany plastic cabinet; No. 574 a red cabinet; both have gold colored clock face. Nos. 573, ivory and 575 white, have red clock faces; all 4 models have "in-line" timer, with controls located across top of face rather than being spaced around clock.

Wide choice of colors in each model at no extra cost.

Prices: From \$18.95 to \$69.95 for table models; \$29.95 to \$49.95 for portables; and \$27.95 to \$54.95 for clock-radios.



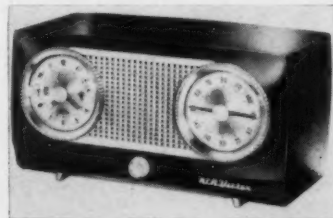
EMERSON Hi-Fi Phonos

Emerson Radio & Phono Corp.,
111 8th Ave.,
New York, 11, N. Y.

Device: New Hi-Fi 3-speed dual-speaker portable phonos: No. 819, and No. 820.

Selling Features: Both models contain two 6-in. speakers and a newly-designed amplifier that provides undistorted reproduction of a frequency range of 50 to 12,000 cycles; accessible variable control permits adjusting sound; 2 replaceable long-life styli for 33 $\frac{1}{3}$, 45 and 78 rpms; compact, lightweight cabinet with handle available in 3 finishes: blue, brown and green. No. 820 has an automatic changer, and plays 7, 10 and 12 in. continuously—the latter two inter-mixed.

Prices: No. 819, \$49.95; No. 820, \$99.95.



RCA-VICTOR Radios

RCA-Victor Radio and Victrola Div.,
Radio Corp. of America,
Camden, N. J.

Models: RCA-Victor's new line of radios and phonos includes an expanded series of clock radios.

Selling Features: 3 new clock-radio series includes a 5-tube radio, Telechron movement and "wake-up-to-music" feature in maroon (4C531) and assorted colors. Second group has a buzzer alarm,

slumber switch, luminous hands, appliance outlet and phono jack; in maroon, (4C541) colored versions \$3. extra. Third clock-radio series (4C671) has a more powerful radio with 6-tube, 3-gang chassis; modern plastic cabinet with "hooded" effect.

Victrola hi-fi phonos console 3HS61 has low-boy styling, 3-speed record changer equipped for wide range reproduction; 12-in. Olson-design speaker. "New Orthophonic" hi-fi line includes a table model (3HES5); a console (3HS6) both in mahogany. Supplementary speakers in separate cabinets are also available at \$69.95 in mahogany, for table models and \$89.50 for consoles.



New 5-tube table radios include the Creighton with tuning knob on top, front, right corner of cabinet; large dial numbers; available in bright color cabinets; brass speaker overlay.

Quincy (3X521) 5-tube table radio starts the line. 2 AM-FM table models and 4 types of portables will also be continued. In the Victrola phono line, the 5EM23 for table, single, play, 3-speed model has 2-tube amplifier.

Prices: Clock-radios from \$29.95 for 4C531 to \$49.95 for 4C671. Victrola hi-fi console 3HS61, \$199.95; New Orthophonic 3HES5, \$139.95; 3HS6, \$275.; Creighton, table radio \$29.95; Quincy, \$19.95; Victrola portable phono 5EM23, \$29.95.



AMPRO Recorder-Radios

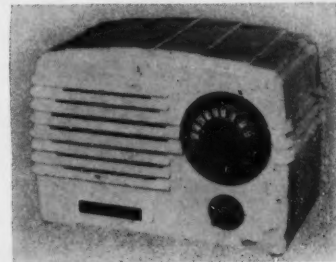
Ampro Corp.,
2835 N. Western Ave.,
Chicago, Ill.

Models: 2 new tape recorder-radio combinations Celebrity No. 755-T; and Hi-Fi No. 756-T.

Selling Features: Celebrity provides easy recording of radio programs and live sound; built-in radio util-

izes tape recorders amplification system consisting of 6-tube and 40 rectifier circuit playing through a 6x9 in. Alnico permanent magnet speaker; off-on switch connects radio into recorders amplifying circuit; station selection is controlled by combination tuning knob and kc indicator; volume control for both is controlled by single amplifier knob; both models feature electro-magnetic piano-key control system. Celebrity, at 3 $\frac{1}{2}$ ips, has 40 to 8,000 cps; Hi-Fi, at 7 $\frac{1}{2}$ ips has frequency response of 40 to 12,500.

Price: Celebrity, \$264.45, Hi-Fi \$274.45.



CAVALCADE Radio

Molded Insulation Co.,
335 E. Price St.,
Philadelphia, 44, Pa.

Models: RS1 and 1-A.

Selling Features: Operates on a.c. or d.c.; tubes superhet; 4-in. magnetic dynamic speaker with Alnico V magnet; variable condenser tuning; full broadcast band; station selector dial in contrasting colors; pilot light indicates when current is on; doughnut type antenna in rear of cabinet; volume control combines "on" and "off" switch; RS1 has regular tubes; RS1-A has miniature tubes; choice of ivory, black or brown and ivory marbledtone; red, onyx or green marbledtone.



OLYMPIC Hi-Fi Phono

Olympic Radio & Television, Inc.,
34-01 38th Ave.,
Long Island City, N. Y.

Models: Contata and Allegro.

Selling Features: Contata portable hi-fi/record player is 2-tone leatherette; features a Garrard professional type record player; G-E reluctance pick-up; a preamplifier circuit, an a.c. circuit with power transformer; 30-15,000 cycles range; separate base and treble control.

Allegro hi-fi AM-FM radio with automatic record changer, 3-speakers in mahogany or bleached oak features an 11-tube AM-FM radio and a balanced triple speaker system with separate bass and treble control; mahogany or bleached oak.

Prices: Contata, \$99.95, with automatic changer, \$129.95, Allegro, \$199.95, mahogany; oak, \$219.95.



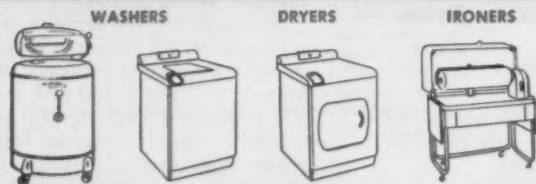
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Twin-A-Matic*

Get the TOP DOLLARS

IN THE BIG WRINGER WASHER MARKET
WITH THE ONLY EXCLUSIVE WASHER MADE

When a woman wants to get her washing "over with" the Dexter Twin-A-Matic sells itself. Only Dexter can give her two washers to speed her tasks — with twice the capacity and twice the speed. Tell her the Dexter Twins give her a tubful of sparkling white, clean clothes every 4 minutes and watch her eyes and purse pop open. Dexter Twin-A-Matic exclusive features make fast sales and top profits for you. Your Dexter Distributor will be glad to give you all the details.

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TRADE REPORT



TED WEBER, JR.

News Editor

Prospects Are "Good" — But How Good?

How good will the major appliance business be during the second half of 1954?

That was the question ELECTRICAL MERCHANDISING asked a group of manufacturers last month. The answers received varied considerably, but within a fairly small range. Taken as a whole, they seemed to add up to this:

Manufacturers are taking a conservative but generally optimistic view of business prospects for the remainder of the year.

They think that business will stay somewhere within range of business during the first half of the year—perhaps varying a little up or down. They are fairly sure, however, that the second half business will not be as good as the second half of 1953.

Generally "Good." Nevertheless, the majority of them think the prospects for the second six months are generally "good."

"Our business activity picked up

Manufacturers take a cautious but fairly optimistic attitude about the outlook for the major appliance business

sharply in June . . ." one manufacturer reported. "The general business outlook for the second half is good."

Another described the prospects as showing "encouraging improvement."

On the question of how second half sales will measure up to first half sales, there were varying opinions. Even those who expect a better second half were not in agreement as to how much it will be better.

The most optimistic prediction was the manufacturer who forecast the appliance business would be 10 percent better than for the first half. From there the forecasts declined to "ahead," "a little better," "seasonally to steady to declining," and the most

pessimistic—three to four percent lower.

A glance at the NEMA figures for the first five months of this year shows that most of the month-by-month appliance sales reports were below those of 1953. Each month was below the corresponding month of 1953 for refrigerators, freezers, ranges and washing machines. Only dryers showed a notable increase.

However, there was considerably more agreement among manufacturers as to how 1954's last half would compare with 1953. Consensus was that sales would be equal or slightly lower for the last half of 1954. Only one manufacturer predicted sales would definitely be higher. The most pessimistic prediction was a six to seven percent decline.

mistic prediction was a six to seven percent decline.

What About Inventories? The question asked about inventories was: "How are inventories at manufacturing, wholesale, and retail levels?" The answers, were less in agreement than for the second-half business prospects.

"Current manufacturers' and wholesalers' inventories are moderately high in relation to current sales . . ." said one manufacturer, while another reported that inventories were "not disturbing" at any level.

The general idea seemed to be that while inventories might be slightly higher at the manufacturing level than desired, they are still lower than during previous months. At dealer level they are apparently negligible.

"Many manufacturers . . . produced at a higher rate in the closing months of 1953 than retail sales warranted," one executive said in a recent letter to a local newspaper. ". . . inventories

How the Manufacturers Look at Business

QUESTION 1.

How will major appliance sales during the second half of 1954 compare with the first half?

No general agreement, but a mathematical majority of manufacturers believed the second half would be better. It was frequently remarked that the business outlook "in general" would be better. One predicted sales would be up 10 percent, another down 3 to 4 percent.

QUESTION 2.

How will sales during the second half of 1954 compare with the second half of 1953?

Manufacturers were more in agreement on this point. Consensus was that sales would be "equal or slightly lower" for the last half of 1954, as compared with the same period in 1953. Only one manufacturer predicted sales would definitely be higher for the second half.

QUESTION 3.

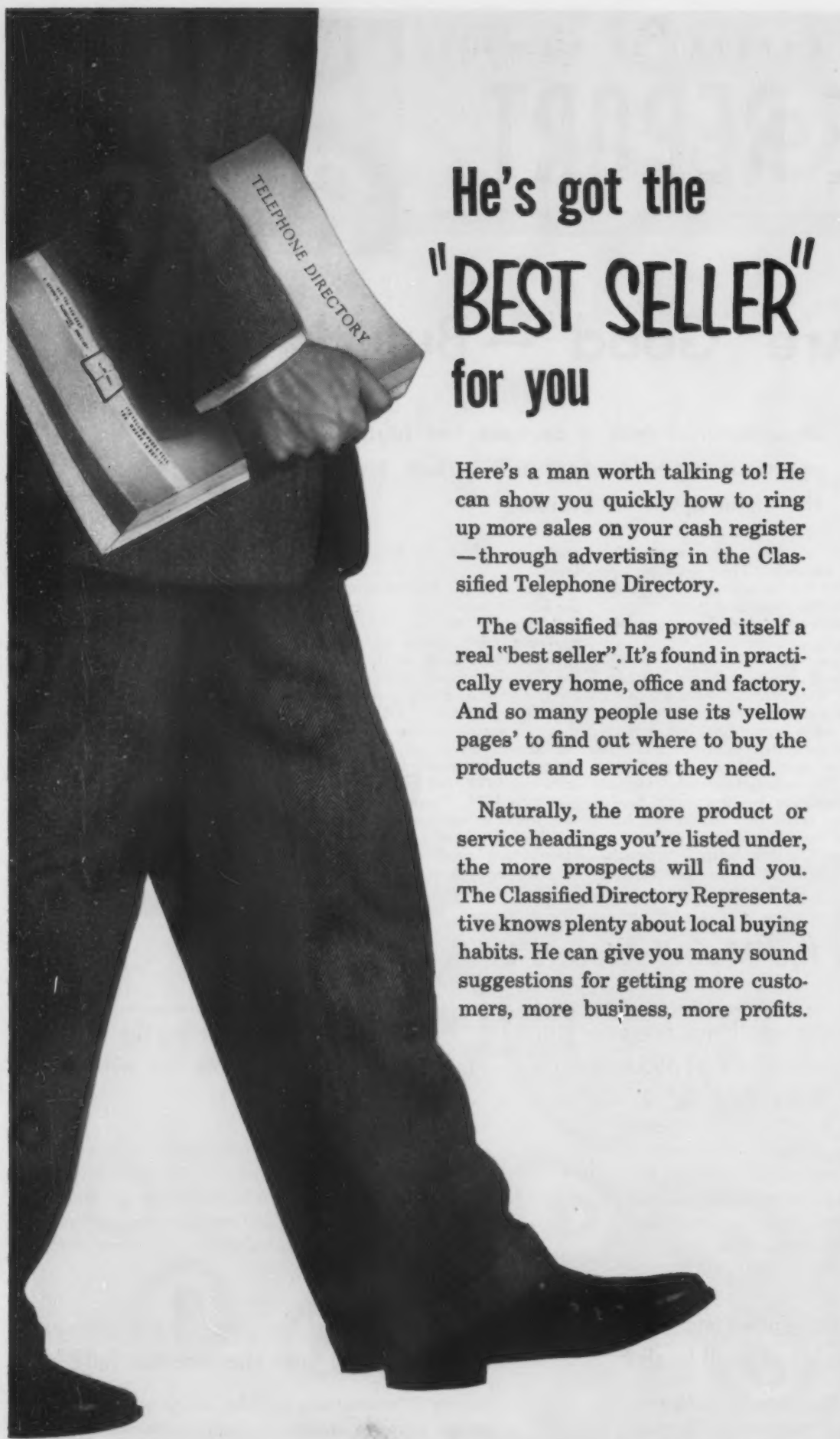
How are inventories at manufacturer, wholesale and retail levels?

Widely varying reports. Generally, manufacturers seemed to think inventories at manufacturer level are slightly higher than might be desired, but not out of line. Not much reported at dealer level, some reported at distributor level.

QUESTION 4.

What is the possibility of change in the price structure this fall?

Despite a recent steel price hike, almost everyone expected prices to remain generally unchanged. However, one manufacturer anticipated price reductions by some manufacturers and distributors in excess of normal year-end liquidation.



He's got the "BEST SELLER" for you

Here's a man worth talking to! He can show you quickly how to ring up more sales on your cash register —through advertising in the Classified Telephone Directory.

The Classified has proved itself a real "best seller". It's found in practically every home, office and factory. And so many people use its 'yellow pages' to find out where to buy the products and services they need.

Naturally, the more product or service headings you're listed under, the more prospects will find you. The Classified Directory Representative knows plenty about local buying habits. He can give you many sound suggestions for getting more customers, more business, more profits.

Call your local telephone business office — ask for the Classified Directory Representative — make a date to let him show you how to put this "best seller" to work for you!



are now pretty generally in good balance."

No Price Hikes. Despite the recent rise in the price of steel, none of the manufacturers queried anticipated any increase in list prices of appliances.

"We will attempt to absorb this cost rather than pass it on to the consumer," one manufacturer said.

Another, however, said price reductions by some manufacturers and distributors were anticipated "in excess of normal year-end liquidation."

SCHEDULED MEETINGS

WESTERN HOUSEWARES SHOW

Shrine Auditorium, Los Angeles, Calif.
Aug. 1-4

HOUSTON GIFT & HOUSEWARES SHOW

Houston, Tex.
Aug. 15-18

WESTERN ELECTRONIC SHOW & CONVENTION

Pan Pacific Auditorium, Los Angeles, Calif.
Aug. 25-27

ROCKY MOUNTAIN ELECTRICAL LEAGUE

(Fall Convention)
Stanley Hotel, Estes Park, Colo.
Sept. 12-15

STEEL KITCHEN CABINET MANUFACTURERS ASSOCIATION

(Quarterly Meeting)
Hotel Cleveland, Cleveland, O.
Sept. 15

CANADIAN ELECTRICAL MANUFACTURERS ASSOCIATION

(10th Annual Meeting)
Sheraton-Brock Hotel, Niagara Falls, Ont., Canada
Sept. 22-24

INTERNATIONAL ASSOCIATION OF ELECTRICAL LEAGUES

Bellevue Stratford Hotel, Philadelphia, Pa.
Sept. 20-Oct. 2

PORCELAIN ENAMEL INSTITUTE

(Annual Meeting)
The Greenbriar, White Sulphur Springs, W. Va.
Sept. 29-Oct. 1

1954 HIGH FIDELITY SHOW

Palmer House, Chicago, Ill.
Sept. 30-Oct. 2

NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS

(Pacific Zone Convention)
Mark Hopkins Hotel, San Francisco, Calif.
Oct. 4-7

AUDIO FAIR




Hotel New Yorker, New York City
Oct. 14-17

NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS

(Board of Governors)
Hershey Hotel, Hershey, Pa.
Oct. 24-27

NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION

(Annual Convention)
Jung Hotel, New Orleans, La.
Oct. 27-30

CALORIC'S dramatic new
built-in gas cooking units
give new freedom in kitchen
planning. Like all Caloric
products—Ranges  Dryers 
Disposers  the Built-in units
are made exclusively for gas.



No wonder Caloric built-in gas cooking equipment is gaining fast acceptance. It affords builders, architects and home owners an unmatched flexibility in planning kitchen layouts. Of course, those Caloric units offer the many advantages of gas equipment, including eye-level visibility for controls . . . and no worries about broiling with the oven door open. There's no doubt about it . . . feature for feature, dollar for dollar, built-in Caloric units offer more for less than any other on the market. Other Caloric appliances, like the ranges, dryers and disposers offer the same high quality, the same precision construction. Ask your Caloric representative to explain why Caloric gas appliances are so vastly superior to all others.

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Please send me complete information on Caloric built-in
gas cooking units _____, Caloric ranges _____,
Caloric dryers _____ or Caloric disposers _____.
Name _____
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Mail this coupon to Department EM, Caloric Stove
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Radio & Television Division, 254 Rano Street, Buffalo 7, N. Y.



C. F. STROMEYER, president of CBS-Hytron, shows the new CBS-Colortron "205" color picture tube with 205 square inches viewing area.

Color TV in High Gear

CBS-Hytron announces mass production of a color tube giving 205 square inches of viewing area, while RCA will show a 21-inch tube this Fall

The color television industry, which has moved erratically forward and backward for the last six months, took several definite steps forward in July. The three biggest were:

1. CBS-Hytron announced it is making up to 200 19-inch color tubes a day, and can step up production momentarily.

2. RCA announced it will demonstrate a 21-inch color tube on Sept. 15.

3. Motorola unveiled a small line of color sets, priced at under \$1,000, and expects to sell 25,000 this year. They use the CBS tube.

At the same time, other tube makers—particularly Philco—are expected to show color tubes before summer's end. And other licensees, particularly Westinghouse, are in the process of making up their minds about which tube they want, or can get the most of, before setting the assembly line in motion.

Admiral's Ross Siragusa, meanwhile, told the Stockbroker's Associates of Chicago that a 21-inch color set will be on the market by Christmas, but gave few definite details.

While the tube Siragusa described appeared to be the RCA 21-inch tube, he did not divulge the name of the manufacturer.

"Colortron 205." The CBS-Hytron tube, known as the "Colortron 205,"

has a viewing area of 205 square inches—making it the largest color tube shown publicly as of last month. It has a curved mask screen and three-beam electron gun.

Charles F. Stromeyer, president of CBS-Hytron, said that the productive capacity of the CBS-Hytron plant at Newburyport, Mass., is 10,000 "205" type tubes a month, and that the industry demand may make this rate necessary by late September.

"This makes large-screen color television picture tubes an assembly-line reality instead of a laboratory or pilot production project," Stromeyer said.

He listed Capchart-Farnsworth, Motorola and Westinghouse, as well as CBS-Columbia and the Sears, Roebuck line makers as selecting the "205" for an "important part of their 1954 production of color TV receivers." He said substantial orders for the "205" have been booked and "deliveries are being made now."

Westinghouse, however, said it had not definitely made up its mind which tube it would use, insisting only that it would be "first out with the 19-inch sets." Indications are that Westinghouse is leaning toward the CBS tube.

RCA, which originally was believed ready to show a 19-inch tube, apparently broke its announcement on the

21-inch tube under pressure from the CBS-Hytron showing.

The RCA tube is a three-gun tube with a picture area of 250 square inches, making it 22 percent larger than any other color tube presently available.

RCA also departed from previous policy by adopting the principle of the curved mask with phosphor dots on the face plate. RCA previously was using a flat screen placed behind the face plate. CBS-Hytron and DuMont make use of the curved mask with dots on the face plate.

Commenting on use of the curved face plate, RCA executive vice president W. W. Watts said RCA had "overcome" the problem of color impurities around the edges of the picture through "new RCA inventions and developments."

Other features of the RCA 21-inch tube are a shorter length color tube, a round metal construction resulting in lighter weight than present 19-inch tubes, and an introductory price-tag of \$175. The CBS-Hytron "205" is available at the same price.

At the same time, RCA also announced development of a new color TV chassis "having greatly simplified circuitry." The number of tubes and components are substantially reduced, Watts said, resulting in a "significant reduction of costs."

Three Motorola Sets. Motorola President Paul Galvin took the wraps off three color sets at a distributor meeting in Chicago. One is an \$895 console with detachable brass legs, and two are consoles at \$995.

The Motorola set has a horizontal chassis for its monochrome circuits, connected to a vertical chassis containing color circuits. Every set has 82-channel tuning.

Picture tubes are CBS-Hytron, and are on the verge of mass production. New engineering makes them sturdier, easier to ship. The all-over number of tubes in the Motorola color set has dropped from 40 to 29.

List price includes a year's warranty on the color picture tube and 90 days on the parts. Customers will be able to get a year's unlimited service for \$149, including protection on all parts, if Motorola's recommendation to the trade is followed. While the price is not based on actuarial experience, Motorola believes it will stand up.

The marketing of color television, Galvin said, will be an orderly process. Motorola would not go to market until it had a big color picture tube, a reasonable price tag, and adequate programming to justify customer purchase.

Galvin forecast the sale of 25,000 color sets by Motorola this fall, and a ratio of at least 25 black and white sets for each color set the company sells this coming year.

In another development last month, Zenith showed a 21-inch three-gun color tube to its distributors, but said there were no plans to put it into production at this time. The tube is a product of Zenith's Rauland Corp., and is an experimental model.

Zenith previously has announced it will not market a color set until an acceptable tube is available, and has indicated that it will wait until a single-gun, simplified tube can be manufactured.

Emerson also showed its distributors a color set, a 19-inch advance production model, but emphasized that no marketing plans have been formulated up to this time for the model. Emerson has rented a few small screen sets.

Getting the Word



ROSS SIRAGUSA, president of Admiral Corp. (right), explains the firm's new printed circuit TV to T. N. French, left, vice president of Peaslee-Gaulbert, Louisville, Ky., and Edward McGrath, TV and radio sales manager of the Admiral distributor.

Look what's NEW to dangle before your customers' eyes!

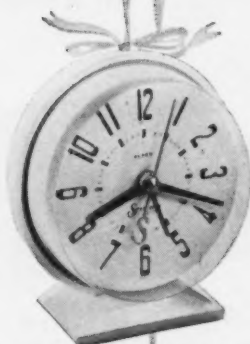
Sessions steals a march on the industry with clocks styled for today's standard of living



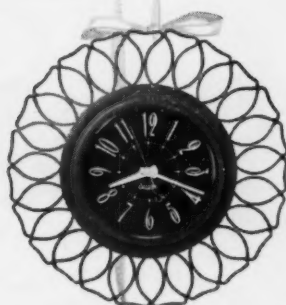
The New Bradford Chime. Westminster melody chime in a setting of hand-finished solid Honduras mahogany.



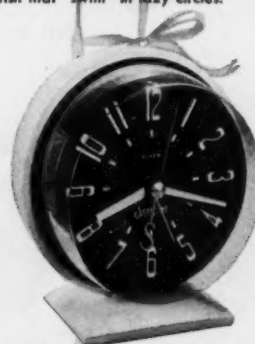
The New Aquarius. Exciting "underwater mystery" clock with lifelike angel fish that "swim" in lazy circles.



The New Pixie Alarm. Sessions revolutionary buzzer alarm at the lowest price ever for a quality alarm. \$3.95*



The New Huntington. A graceful rosette of wrought iron with dramatic face, exposed hands.



Pixie's Luminous Twin. Beautiful forest green dial with luminous numerals and hands. \$4.95*



The New Saucer. Sessions puts a new face on America's lowest priced quality kitchen clock.



The New Teatime. America's favorite kitchen clock, made smarter than ever in authentic fired earthenware.



The New Connoisseur. Smartest chrome kitchen clock money can buy. Classic styling at a budget price.

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Styling by Mac Tomquist

* Plus applicable taxes

Sessions

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ANNOUNCING TWO FOR ALL KINDS OF USERS..



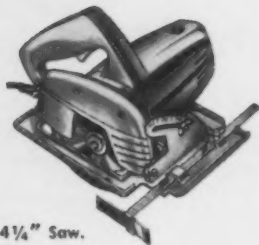
Here, from a single source, are two distinct lines of portable power tools. Together, they satisfy every consumer and resale need as to quality, price, and discount structure.

The PET line, as heretofore, will be backed with consistent national advertising. And this, as usual, will show full retail prices.

This line represents the peak of quality . . . and at prices that give the public full value and the trade full profit. This brand's outstanding growth through the past eight years is your assurance of its saleability and turnover.



#200 Oscillating Sander.



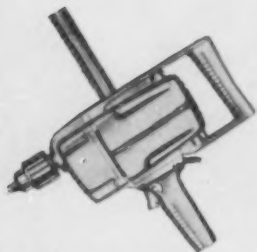
#411 4 1/4" Saw.



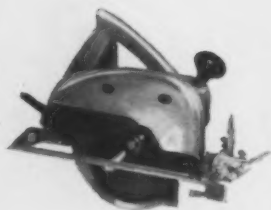
#464 1/2 horsepower grinder.



#466 1/2 horsepower grinder.



#551 through #556 1/8" and 1/2" Ball Bearing Drills.



#614 Ball Bearing Saw.



#1440-G 1/4" Drill.



#1490-G 1/4" Drill.



#1540 Sander-Polisher.



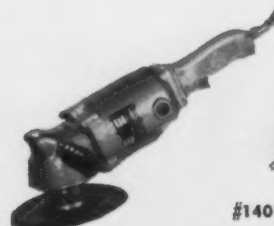
#2000 Reciprocating Jig Saw.



7" Standard Duty Disc Sander.



7" Heavy Duty Disc Sander.



9" Heavy Duty Disc Sander.



#1401-24 1/4" Ball Bearing Drill.

**Backed with powerful advertising support
in these magazines!**



PORTABLE POWER TOOL LINES .. ALL TYPES OF RESALE!

The SHOPMATE line, on the other hand, is designed specifically to fit the needs of the promotional market.

The public, in its buying habits, has proved beyond question the huge demand for both types of merchandise.



This line is designed to meet the needs of those among the public who insist on buying promotional merchandise. As such, this line offers a wide new opportunity for those in the trade who may have, until now, passed up this profitable additional source of business.



#77-H 1/4" Drill.



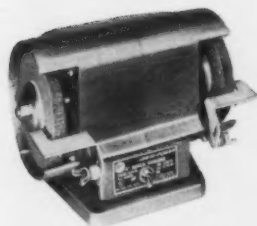
#250 1/4" Drill.



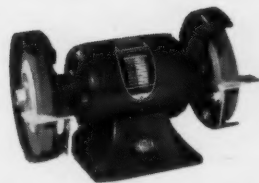
#277-H 1/4" Drill.



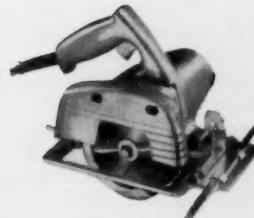
#320-G 1/4" Drill.



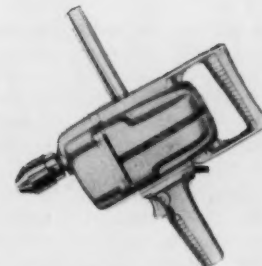
#400 Grinder.



#462 1/4 horsepower Grinder.



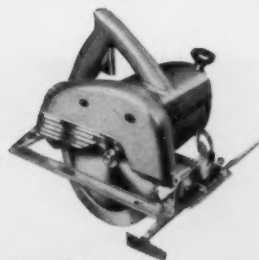
#445 4 1/4" Saw.



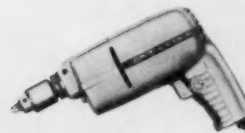
#500 1/2" Drill.



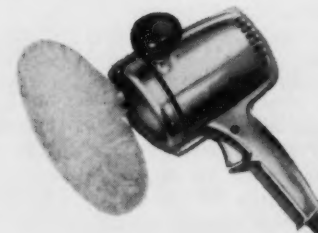
#510 1/2" Drill.



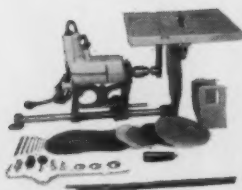
#625L 6 1/4" Saw.



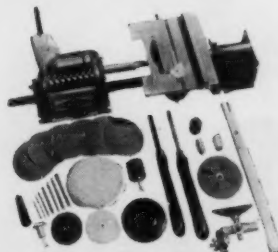
#1950-G Drill.



#6000 Sander-Polisher.



#KU-118 Deluxe Home Work Shop.



Shopmate 8-1 Bench Tool.

PORTABLE ELECTRIC TOOLS, INC.

320 W. 83rd St., Dept. EM-84, Chicago, 20, Ill.

In Canada: Portable Electric Tools, Ltd.,
425 Birchmount Rd., Toronto 13, Ont.



REMOVABLE GLASS, for dusting, continues in Capehart TV line, R. B. Garlock, of Lansing, Mich., learns from John L. Murray, and Jack H. Riddell, merchandising manager.

Capehart Goes "Tri-Fi"

Three-speaker sound and polaroid TV pictures are the center of attention at Capehart-Farnsworth's series of intimate distributor meetings

Meetings held in hotel rooms, with no speeches and a small, intimate group of distributors present, marked the 1954 presentation plan of the Capehart-Farnsworth Co. in Fort Wayne. In addition to this series, one was held in San Francisco.

As E. W. Gaughan, general sales manager, put it, the 1954 Capehart-Farnsworth line is a stepup deal. Unlike some television manufacturers, 60 percent of whose production is in the low end line, the Capehart mix is expected to be largely in the upper-priced category.

It was revealed that 80 percent of 1953 Capehart television carried the polaroid feature, which is to be continued. Open faced console models are expected to be the best sellers, and six numbers were offered, priced from \$289.95 to \$389.95.

"Tri-fi" television offers three speakers yielding true high fidelity sound reproduction. There were three TV with this refinement. Capehart phonographs were shown carrying up to four speakers.

A switch, with a tape recorder, gives the listener a chance to swing from three-speaker high fidelity to an ordinary television set in the twinkling of an eye, and reveal advantages of sound. The half-dollar trick, which turns a shining half-dollar black under a polaroid screen, demonstrates effective way in which a polaroid screen gives blacker-black and reduces glare and reflection. Capehart's removable screen for dusting purposes is continued.

Offered were eight table models of television from \$199.95 to \$429.95.

In addition to the six open face consoles, the line consists of four consoles with a full door, from \$369.95 to \$449.95, a three-way combination from \$895 to \$995, nine hi-fi phonographs from \$129.95 to \$549.95.

The radio line consists of 13 radios from \$19.95 to \$34.95, three clock radios from \$44.95 to \$49.95, and four portables from \$29.95 to \$34.95. A color television, on display, was not priced.

In addition to the series of Fort Wayne conferences, one was held on the West Coast at San Francisco for Pacific coast distributors.

Fred E. Wilson is president of Capehart-Farnsworth, E. W. Gaughan, general sales manager, S. A. Morrow, director of advertising, and Jack H. Riddell, is merchandising manager. E. Hoy McConnell, is sales promotion manager, and W. Patricia McDowell, assistant advertising manager.

Hikes TV Prices

Admiral has raised suggested eastern list prices of several center-bracket TV receivers \$10.

Wallace Johnson, vice president of Admiral, said in a letter to dealers that the company decided on higher list prices to make possible wider profit margins for dealers on step-up models. Prices of all leader models remain unchanged.

Distributor and dealer costs remain unchanged for the present, but the letter explained that it would be impossible to guarantee dealer cost indefinitely.

Are TV Prices Going Up?

Emerson's president Ben Abrams, while showing a TV price-leader at \$130, believes current price structure is too low and sees a 10-to-20 percent rise

The television industry has overreached itself in the current scramble for low-priced sets and a general 10 to 20 percent increase should be put into effect before very long.

Those are the words of Ben Abrams, president of Emerson Radio and Phonograph Corp., which recently introduced its new line to distributors. The price-leader of the new line is a 17-inch table model at \$129.95.

"The rock bottom prices prevailing today give the public more for their money when purchasing radio and television receivers than when purchasing anything else in the world," Abrams said. "There is nothing that offers the public so much for so little."

However Abrams said, the TV industry cannot maintain the current general price structure much longer. He said it should be increased 10 to 20 percent to bring the price of radio and TV in line with other consumer products and in keeping with sound economic principles.

"The ingenuity of this industry, great as it is, has been considerably overtaxed in this drive for lower prices," Abrams said. He warned that a reversal of the trend "must occur in order to make ours not only a great industry, but a healthy one as well."

The \$129.95 table model, called the "Compact," and a 14-inch set at \$150, and described as "truly portable," are the leaders of the new Emerson line.

"I cannot emphasize too strongly that neither the Emerson 'Compact' model 1060, nor the Portable model 1030, is a stripped-down set," said S. W. Gross, vice president in charge



BEN ABRAMS, addressing distributors, tells them TV prices are destined to go up soon.

of sales. "They will give full, unexcelled performance since each contains the same circuitry found in all of standard models."

Emerson also showed a 21-inch all-wood mahogany finish table model with full chassis at \$179.95, and a "hi-fi" phonograph with two six-inch speakers at \$49.95.

Abrams also said color TV will not have mass consumer acceptance until 21-inch sets are available and this may be the middle of 1955. Even with prices down to around \$500 by 1956, the predominant TV market will still be for black-and-white, he said.

"The 21-inch screen, increased programming and lower prices occasioned by mass production will be the vital stimulus that will accelerate sales of color receivers," he said.



PORTABILITY of Emerson's new TV receiver is demonstrated by model at Emerson's recent convention at Lido Beach, New York. Distributors look on.

Sensational News For Every Homemaker... Record Advertising Support For You!

**THIS AMAZING AUTOMATIC
MAKES TRUE-BREWED COFFEE
FASTER THAN "INSTANTS"!**

Here's the Exclusive New
FARBERWARE Feature
That's Revolutionizing
the Coffeemaker Market!



**QUICKEST, EASIEST WAY
IN THE WORLD TO MAKE COFFEE**

Imagine! This most modern of all coffeemakers is so fast, it actually brews coffee right from the rich, natural grounds in less time than you can boil water for "instant coffee."

Farberware's exclusive design and miracle timing unit skips the old-fashioned warm-up period and in other



It's Fully Automatic!

Nothing to watch, to set, to forget! Stops perking when coffee reaches peak flavor, then

Dealers everywhere have found Farberware's exclusive Super-Speed feature the most dramatic appliance sales story in years. Just imagine what it means to be able to tell a customer that these new Farberware Automatics brew delicious old-fashioned coffee faster than she can boil water for instant coffee.

Here at last are coffeemakers that not only superbly cover the gift market, but whose amazing features make them a vital appliance for day-in, day-out use in every home! Only Farberware makes these remarkable Super-Speed Automatics—and only Farberware has a complete line—4, 8 and 10 cup sizes plus attractive gift sets. You can trade up with Farberware and satisfy every family, hostess or gift requirement!

BIG SPACE ADS IN TOP NATIONAL MAGAZINES

like Good Housekeeping, McCall's, Better Homes & Gardens, Woman's Home Companion.

LOCAL MARKET TIE-IN PROMOTION PACKAGE

including Newspaper Mats, Window Streamers and Sales-Clinching Dealer Mailing Pieces.

PLUS This **DRAMATIC**
Full-Color Flashing
Action Display

FREE!



Super Speed
FARBERWARE

AUTOMATIC Cup-a-Minute COFFEEMAKER

IT PAYS TO SELL THE BEST...
ORDER NOW!

Super Speed 4 cup \$23.95 List Price
Super Speed 8 cup \$28.50 List Price
Super Speed 10 cup \$30.95 List Price

S. W. FARBER INC., NEW YORK 54, N.Y.



SHOP ALL LINES! LOOK AT ALL MODELS!

Emerson is breaking

Every TV feature
your customers want in
one set for only

- Most compact cabinet ever!
- Curved, wide-angle screen!
- Full-powered chassis!
- Luxury, all-wood cabinets!

**Emerson
EXCLUSIVE!**

\$129⁹⁵

Space-saver Model 1060



Over 60 New Emerson TV Models!...17", 21" and 27" Screens!...Table

World's only truly
"PORTABLE TV"!

You CAN take it with you...
wherever you go!

- Biggest news in TV since color!
- Opens up an entirely new market!
- Terrific demonstrator! A stopper in window and interior display!
- Conversation piece! Crowd-puller!
- Another answer to the "second-set"!
- Model 1030, \$150.00

**Emerson
EXCLUSIVE!**



So Compact! So Light!
Emerson's Portable is only
12" high, 15" wide!



**Emerson
EXCLUSIVE!**

as low as

\$179⁹⁵

Model 1084 illustrated . . . \$199.95

**21" TV in Five
Decoright Finishes**

- Match *every* customer's furniture!
- Gives you the "finish" to close every sale!
- *All-wood* cabinets...not just plastic or metal!

Prices slightly higher in South and West.

LISTEN TO ALL CLAIMS... AND LEARN WHY

all TV and radio sales records

**Now...enjoy the industry's
biggest profit margins! Cash
in on every TV and Radio
market with Emerson's exclu-
sive models, fabulous new
features, and lowest prices!**

Compare! Prove to yourself—Emerson gives you *more* to sell! New exciting exclusives, backed by big-space ads in America's leading magazines. They'll tell millions of people, as they blanket your town, about Emerson's exclusive Style, Performance and Value features. They'll convince these people that it's wise to shop Emerson, smart to own Emerson.

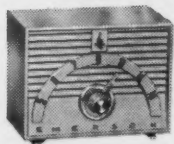
And every sale means money in the bank for you—Emerson's profit margins are the healthiest in the business. Shop, Look, Listen... then GO with Emerson for profit in '55!

Models! . . . Consoles! . . . Television-Radio-Phonograph Combinations!

**Radio
EXCLUSIVES!**

**Greatest
Radio Line
in
Emerson
History**

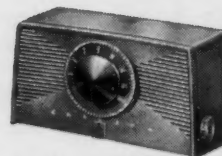
Over 40 portables, clock radios, phonos, radio-phono combinations and table models, priced from **\$14⁹⁵**



Emerson
full-powered
Super-Het Radio
Model 811
at a fabulous
\$14⁹⁵



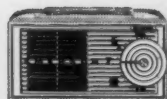
Emerson
Multi-Purpose
Radios
priced from
\$19⁹⁵



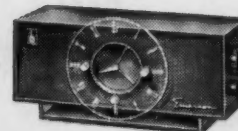
Emerson
2-Speaker
Hi-Fi Radio,
Model 812,
\$29⁹⁵



Emerson
High Fidelity
Phonos From
\$49⁹⁵



Emerson
"Pocket Radio",
world's smallest
personal portable,
Model 747,
with batteries,
\$40⁰⁰



Emerson
Clock Radios
priced from
\$24⁹⁵

REMEMBER THE SENSATIONAL EMERSON 2-4-8 MERCHANDISING BONUS?
WELL, THAT WAS ONLY THE BEGINNING!

Now... Ask Your Distributor About Emerson's New 3-D Profit Program:

DIVIDEND DOLLARS for DEALERS!



*Reg. U.S. Pat. Off.

Over 15,000,000 satisfied owners prove Emerson is America's Best Buy!

EMERSON RADIO & PHONOGRAPH CORP., N.Y., U.S.A.

EMERSON... Famous since 1915 as ENGINEERS and PRODUCERS of QUALITY Television • Radios • Phonographs • High Fidelity Instruments • Air Conditioners • Other Precision Electronic Equipment

Hurry...here's your chance!

Name your choice
for outstanding



"RETAIL APPLIANCE SALESMAN AWARD OF YEAR—1954"

*New contest co-sponsored by Ladies' Home Journal
and National Appliance
& Radio-TV Dealers Association*

Is there a top-flight retail salesman in your store or area? You can pay him a sincere compliment by entering his name in this exciting new contest. Maybe *your* choice will be picked as Retail Appliance Salesman of the Year!

His prize will be \$500 in cash and a suitable memento of the award, which will be presented for the first time in January 1955, at the Annual NARDA Convention in Chicago.

HERE'S ALL YOU DO:

Just write a letter telling us the name of your candidate and why you think he's the man (or woman) we're looking for.

We need to know whom he works for, and approximately what his gross sales were for the first 6 months of 1954.

Does he have any unusual sales technique? Is he particularly well-informed about the products he sells? Is he especially adept at handling trade-ins? We'd like to know all about him . . . just what you think makes him the crackerjack salesman he is. Write today!

HERE ARE THE RULES:

1. Any person selling appliances on a full-time basis through a retail store is eligible to be a candidate.
2. To submit a candidate's name, you must be either (a) his employer; or (b) an appliance distributor or distributor's salesman; or (c) the factory representative of an appliance manufacturer.
3. You may submit more than one name, but each entry must be made in a separate letter.
4. Entries must be addressed to:
Lester D. Olin
Director of Appliance Merchandising
Ladies' Home Journal
Independence Square
Philadelphia 5, Pa.
5. Entries must be postmarked not later than midnight, Wednesday, September 15, 1954.
6. Judges will be representatives of the Journal and well-known figures from various levels of the appliance trade. Their decision will be final.

*Nearly half—47%—of women who shop
in appliance stores read...*

Ladies' Home **JOURNAL**

Independence Square, Philadelphia 5, Pa.

A CURTIS PUBLICATION



EDDIE MAY, director of Sales for Sentinel, stands beside Jack Chicester, regional manager; and John Straus, business manager.

Sentinel Shows New Line

Ten new monochrome TV models, a color receiver, two high fidelity radio-phonos and a tape recorder are included in Sentinel's new product lines

The Sentinel Radio Corp. got its start when Ernie Aschuler stood in line before the Radio Doctors on Chicago's South State Street in 1922 and marveled at the excitement home radio-building was causing.

Years later, when up in the Iron Country of the Upper Michigan Peninsula it was discovered that Sentinel Radio got reception where other radios didn't, a standard of construction was hit upon that has carried over into its television manufacturing activities.

Visitors to the 1954 distributor convention in Chicago in June swore that Sentinel television sets will pick up distant stations without boosters and thereby enjoy certain advantages. This, with the marketing policy of Sentinel to hook up with high grade retail outlets such as J. L. Hudson in Detroit, Marshall Field in Chicago, and others in this class, Sentinel has certain distinctions.

The line shown for 1954-55 includes ten new television models, along with a color television; five radios, two clock radios, a tape recorder and player, and two hi-fi radio-phono combinations.

Television prices start as low as \$139.95 including federal excise tax and warranty, compared to the previous Sentinel low of \$179.95. The Pacemaker group is designed for the budget-minded family, has a 17-in. picture and a variety of finishes. The custom deluxe series are available in mahogany or color-fast blond Korina wood. All Sentinel sets offer as optional equipment a tuner equipped to receive all UHF and VHF channels. Standard equipment is the turret tuner. The color television model, on

which no price is set, has a 12-inch tube.

Hi-fi has been met by Sentinel with a table model with frequency response to 20,000 cycles, as well as a three-speed record changer. The console features a 12-in. front mounted speaker as well as two 6-in. side mounted speakers. All sets contain a built-in jack for connection with an external tape recorder.

A tape recorder and player with a frequency response of 65 to 10,000 cycles and weighing only 20 pounds is in the line as well as five new radios in polystyrene cabinets.

Colored Cabinets?

Motorola is exploring the possibility that there may be a market for colored TV cabinets, as there is for colored radios.

In order to judge what the market might be for TV cabinets in brighter colors, Motorola conducted a survey of visitors to the 1954 Chicago Markets.

Seventeen-inch plastic table model TV cabinets in six decorator colors—tan, driftwood, burgundy, terra cotta, canary yellow, and avocado green—were on display. Visitors were given ballots on which to register color preferences and comments.

Motorola explained that it has been color-merchandising minded since a previous survey showed a consumer preference for colored portable radios.

Bendix "Hi Dial"

The new Bendix television line features a complete switch in styling approach with all controls mounted at the front of the set and above the picture tube.

Called the "Hi Dial" feature, the new Bendix line was unveiled to distributors in Baltimore recently. Another highlight was a table model base containing a separate built-in eight-inch speaker, enabling the viewer to have "dual picture-phonic sound."

Four 17-inch sets were shown, including a blond model and an open face console, priced from \$179.95 to \$199.95. A 21-inch table model with deluxe chassis was introduced at \$199.95; a 21-inch open-face console at \$229.95.

A new policy eliminating the practice of introducing a complete new model line each year was announced by H. C. Morgan, Bendix sales manager. He said that as new features and designs are developed, they will be offered as available, not on a strictly January or June basis.

Bendix has inaugurated a new "front audio" system with "picture-

phonic" sound. The speaker is placed in the control panel, permitting picture and sound to be synchronized.

Bendix will produce color TV sets when there is a reasonable market which the dealer can profitably reach, Morgan said. A 19-inch set was shown to distributors.

Bendix's promotion plans this year will be tied to the theme "The Set That Doesn't Care Where You Live," according to H. S. Sacks, director of advertising and sales promotion.

Listener's Digest

RCA this month will offer to the public a library of 12 condensed classical music recordings and a phonograph in a package deal to be known as the "Listener's Digest."

This promotion, designed to sell the 45-rpm RCA Victrola phonograph line is aimed in large part at parents of growing children; at churches, schools and hospitals; and various youth organizations.

RCA executives have selected a library of 12 well-known classical works condensed on 10 extended play high fidelity records. Normal playing time for these works would be five hours and 50 minutes. They have been condensed to two hours and 35 minutes.

Three complete packages will be offered in the promotion, which will be kicked off in Mid-August. Prices of the three run from \$39.95 to \$54.95—for phonograph and record album.

George Marek, director of artists and repertoire of the RCA Victor Record division, pointed out that this marks the first time the concept of popularization by condensation, which has been successfully applied to the publishing industry, will be applied to music on records.

TV Briefs

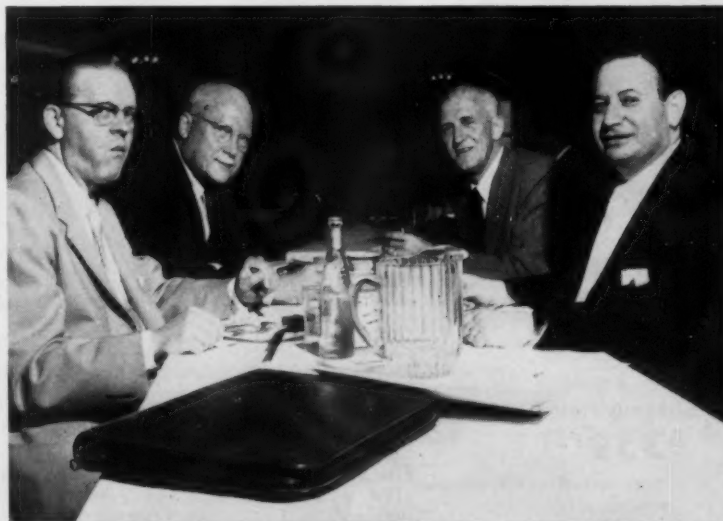
● The television industry is in a "very healthy position inventory-wise," said W. H. Kelley, vice president, marketing, Du Mont, last month. Kelley said Du Mont is approaching the new selling season "with an excellent balance of merchandise."

● Color television sets with pictures as large as 21 and 24 inches will appear on the American market for about \$500 before the end of next year, according to Barney Balaban, president of Paramount Pictures Corp.

● A mobile television laboratory has been sent by Motorola to test various aspects of color television engineering in small towns.

● Max Balcom has been elected chairman of the board of RETMA. Balcom served as president of the group for two years.

● Organization of Tunkl Industries, Inc., has been announced by J. Tunkl, of Jetron Manufacturing Co. The new company will manufacture an indoor UHF and VHF TV antenna.



TALKING OVER industry matters at Sentinel convention are Bob Parks, sales manager for Sentinel; Ed Jordan, Pacific Coast; Charles Epstein and J. J. Kerwin of Los Angeles.

Capehart LEADS IN '55

with these **2** great exclusive advances in television



SEE

CAPEHART POLAROID®
PICTURE FILTER
SYSTEM



HEAR

CAPEHART TRI-FI®
3-SPEAKER SOUND
REPRODUCTION



The CAPEHART "Cortland" (Model 8C215MD).

The ultimate in television enjoyment—eye-restful viewing from the exclusive Capehart Polaroid® Picture Filter System with 21-inch aluminized tube. "Concert hall" listening with exclusive Tri-Fi® 3-speaker Sound Reproduction. Handsome mahogany finish cabinet.

\$339⁹⁵*

® By Polaroid Corporation © Copyright

*Suggested retail price. Prices slightly higher in the South and West.

These two exclusive features mean more profits in your pocket. Capehart Polaroid® Picture Filter System cuts out eye-straining glare, eye-fatiguing room light reflections. Your customers can now enjoy a truly "eye-comfort picture." Capehart Tri-Fi® 3-Speaker Sound Reproduction brings "concert hall" listening into the home—complete, rounded tonal beauty of voice and orchestra. Add new Super Power Chassis, Capehart's famous "Mastercrafted" Cabinetry, and you've got the hottest profit line in '55—the incomparable Capehart!

JOIN UP NOW!

A few valuable dealer franchises are available. See the CAPEHART distributor for your territory—or write Fort Wayne for dealer franchise details and IT&T Finance Plan.

PRICE PROTECTED!

DEALERS: Check with your CAPEHART distributor for details of CAPEHART's liberal price protection policy.



The CAPEHART "Overture II" (Model 2T215ES).

Trim, modern cabinet in fashion-right ebony Floratone. 21-inch Diamond-Brilliant Picture. Exclusive wrought iron legs are optional.

\$199⁹⁵*



The CAPEHART "Charlestown" (Model 7C215M).

21-inch Diamond-Brilliant Picture. Extra-sensitive super power chassis for superb reception. Symphonic Tone. Sleek mahogany finish cabinet.

\$269⁹⁵*

CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana

A Division of International Telephone and Telegraph Corporation



PORTABLE DISPOSER which Lou Cogdell and E. L. Farquharson of James were demonstrating during summer markets "plugs in like a radio or toaster."



BUILT-IN REFRIGERATOR and freezer was Revco's newest product. Explaining unit to visitors are H. C. Beresford and vice-president J. H. Overmyer.



A SUPERBAR which dehumidifies, cools beverages, makes ice cubes, stores liquor is demonstrated by A. L. Johnson, vice-president, and Ralph Squires.

In Chicago, Some Had New Products . . .



AD MANAGER in a wading pool was Apex's way of dramatizing washer giveaways. Sales manager Joe Frantz watches Harry McDavitt demonstrate the pool.



BLANKET PREMIUM offered by Coleman is tried out by John Thornton of Chicago as Lou Marx describes the promotion.



CUSTOMERS were asked to choose colors they preferred for radios and TV at the Motorola booth. Presiding is Herbert J. Zeller, director of styling.

And Some Had Gimmicks . . . *But Even So, The Market Was Slow*



TYPICAL OF THE SUMMER markets is this picture of distributor Tom Ferguson of Indianapolis visiting with David Hopkins, director of sales for CBS-Columbia. In general, appliance-radio-TV people came to the markets to talk with each other and find out what was new. There was very little buying.

You could step into an elevator at the Chicago summer markets without getting an elbow stuck in your ribs.

Lunch could be enjoyed at noon without fighting a line.

And the empty taxicabs kept rolling by.

To recent visitors it looked like a bad market but to the veterans things were simply back to normal—which meant that the 1941 type of market had returned.

Despite the lack of activity, the poor attendance and the general air of disappointment over the market, manufacturers were popping with new ideas. American Central showed steel cabinets with wooden doors. The James dishwasher people offered a portable food waste disposer. There was a Crown range in knotty pine finish. Samuel Stamping and Enameling showed a separate electric oven

with a broiler. Hi-fi was everywhere.

Color was breaking out all over. Hotpoint showed its first colored range and Motorola was asking visitors what colors they preferred on radio and TV. Copper trim appeared on more and more merchandise.

The spectacle of ad manager Harry McDavitt of Apex sitting solemnly in a wading pool indicated how seriously manufacturers were taking promotions. Coleman had a blanket deal on its space heater lines.

But despite the gimmicks and the new merchandise the market was slow. It's true that there was considerable visiting back and forth and a number of distributors were on hand shopping for new lines. But the weather was extremely hot and by market's end most manufacturers and market visitors were glad to shut up shop and head for cooler regions.

MORE ➔



SO NEW that it had no price on it at the markets was this "Symphony Hall" hi-fi set by Westinghouse. Demonstrating is Jim Farrell.



NEW 30-inch electric range by Magic Chef was demonstrated at the markets by Joe J. Edwards, manager of electric products.

Summer Markets: A Chance To Examine New Products



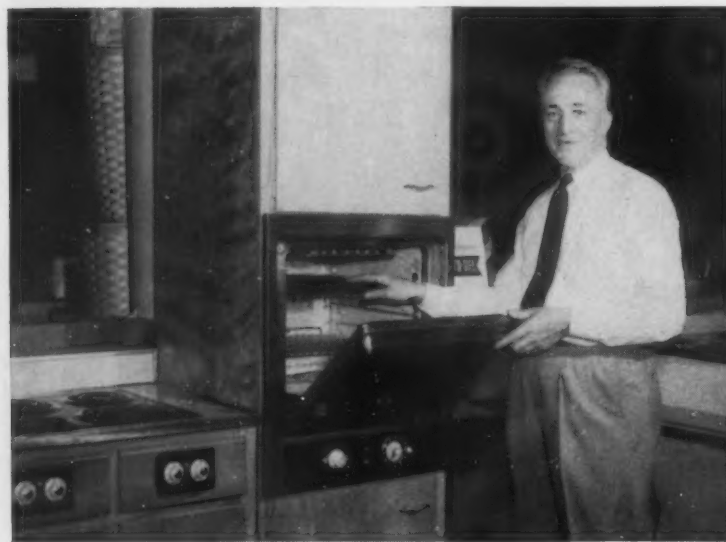
BUILT-IN OVEN with broiler unit was introduced by Samuel Stamping and Enameling. Examining unit is W. E. Pfeiffer of Council Bluffs, Ia.



FIRST COLOR RANGE produced by Hotpoint was shown. Hotpoint's Dave Marble uses color chart to show how new range fits any color scheme.



MILWAUKEE buyer W. L. Corneillier listens to pitch on G-E's new portable dishwasher. Presiding is Mark Connolly, left, of G-E Louisville.



ANY TYPE OF OVEN, separate, built-in or stack-on can be supplied by Stiglitz. Handling pitch on built-in unit is E. N. Stiglitz.



PHONE VISIT occupies time of Eureka's A. L. McCarthy during lull in market activity.



DISCUSSION at Quaker booth finds vice-president R. D. Putnam conferring with C. H. Touchberry.



RECORD-PLAYER occupies eastern manager George Wilkens and Ralph Mathews at Magnavox.

Summer Markets: A Chance To Exchange Trade Talk



GREETING visitors at Schaefer, Inc., space were G. Edward Palmer and J. Reynolds Carey, sales manager.



ON HAND for Maytag's initial market visit were George Jarden, Chicago, dealer T. H. Pletcher of Michigan City, and Jerry Ankeny of Richmond.



WAITING to introduce new home economist Mary C. Feeley to the trade was her boss, John Wicht, Blackstone vice-president.



NEW TIMER on wringer washer is demonstrated for market visitor by J. N. Crouse, Whirlpool sales manager.

END



In Chicago, it takes 2— to bowl 'em over

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the ...



**CHICAGO
SUN-TIMES**

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

SERVICE



ACTOR BOB DIXON portrays a typical serviceman in G-E's new one-minute sound film designed to boost the serviceman in the eyes of the public. The film is . . .

G-E's New Aid for Service

A one-minute television sound film showing how a service dealer operates is released by General Electric as part of a campaign to boost the service industry

A one-minute sound film depicting the role of the TV service dealer has been released by General Electric tube department and is available to distributors for TV showings.

The film is the latest effort in G-E's campaign to promote the welfare of the service dealer. The program began two years ago with national consumer ads on TV servicing.

Bob Dixon, a prominent TV actor, speaks for the serviceman in the film. He explains the complexity of TV sets, with their more than 500 parts, and notes that a serviceman must know how to repair over 150 different makes.

Months of intensive schooling and extensive practical experience go into the serviceman's working knowledge, Dixon explains. The serviceman also must invest thousands of dollars in necessary electronic testing equipment,

tubes, replacement parts, and trucks.

"Quick, economical TV repair calls for professional skill, technical knowledge, and honest workmanship," Dixon says in the 16mm. film.

A pocket-size, illustrated pamphlet, "The TV Story of the Television Service Profession," includes stills and matching narration from the film, and is available from G-E tube distributors or from the G-E tube department, Schenectady, N. Y.

Earlier this year, G-E released a "Successful Service Management" program for TV and radio service dealers, containing information needed to set up and organize an efficient service dealer business. Successful business management is emphasized.

The program is contained in a 318-page loose-leaf binder, covering three sections: business practices, merchandising, and technical data.

Tops In Service



BRANCH MANAGERS of RCA Service Co., winners of a 1954 campaign to achieve maximum customer satisfaction, receive their "President's Cup" awards from Frank M. Folsom, president of RCA. Left to right: Acie Criss, Montgomery, Ala.; W. L. Davis, Indianapolis, Ind.; L. E. Traeger, Spokane, Wash.; Folsom; J. K. Stewart, Salt Lake City, Utah; and O. H. Bowers, Flushing, N. Y.

The Hottest Value in TV



STEWART WARNER

- ★ BIG 21-INCH PICTURE
- ★ "FULL-SIZE" CONSOLE
IN LUSTROUS MAHOGANY
- ★ FULL U.H.F./V.H.F. CHANNEL COVERAGE
- ★ FIXED FOCUS PICTURE TUBE
- ★ CONCERT GRAND FM SOUND
- ★ OUTDISTANCES...OUTPERFORMS
THEM ALL—ANYWHERE!

**AT THE
LOWEST PRICE EVER**

Phone, wire or write your nearest
Stewart-Warner Distributor for prices.

The Most Trusted Name in Radio

STEWART-WARNER ELECTRIC • 1300 North Kostner Avenue • Chicago 51, Illinois

Leading Producers of Electronic Equipment for the Armed Forces

STEWART
SW
WARNER



HOOVER HUDDLE at Housewares Show finds W. A. Munz, W. H. Bond, and C. O. Greek conferring with Charles Gaskin, far left, of Cappel, MacDonald.



NEW PORTABLE vacuum cleaner is demonstrated for John Leister of F. & R. Lazarus, Columbus, by R. E. Dobson, left, of Westinghouse.

Housewares Mood:

Cautious But Optimistic

As the housewares trade descends on Atlantic City for the annual summer show, manufacturers point to successful first half, predict that business will stay good through fall



THREE G-E officials listen as W. C. IlVaney of Famous-Barr explains a point. General Electric men from left to right include S. M. Fassler, W. O. Sahloff and R. E. Boian.



ANSWERING A QUESTION BY J. T. Peirce of Peirce-Phelps are Bill O'Brien, left, of Toastmaster and O. Dee Harrison, center, of Bersted.



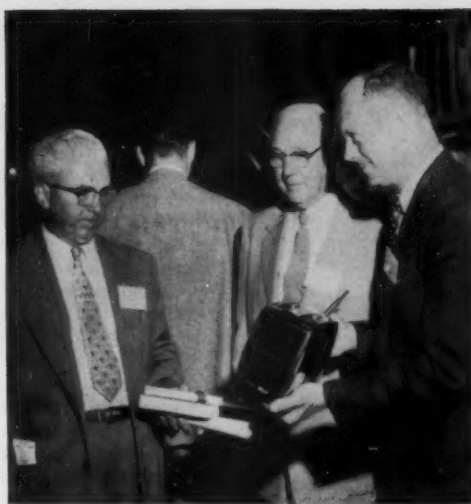
EXECUTIVES on hand at Peerless Electric (Broil-Quik) booth include (left to right) Milton Nathanson, Harry Holbrook and Max Steinbook.



NEW RANGE ventilating hood is demonstrated by Nu-Tone president J. Ralph Corbett, left, and Lou Dreifus, also of Nu-Tone.



TWO NEW PRODUCTS, an electric fry-pan and a "tearyte" are demonstrated for A. H. Buchta of Masback, New York, by sales manager H. H. Martens.



MINNEAPOLIS BUYER J. J. Hozempa, left, watches as manufacturer's rep C. F. Reiter and Proctor sales manager Bob Dewalt demonstrate new toaster.



NEW RECIPE book for Dominion's fry skillet is shown to W. J. Daugherty of Tappan Stove, right, by Sheldon Shaffer.



FINAL TOUCHES on Signal display are supervised by sales manager Paul Glenkey, right, and John Sprenger, also of Signal.



BETTER HOMES AND GARDENS editor June Dorfingler examines new Osterizer as sales manager G. W. Orr looks on.



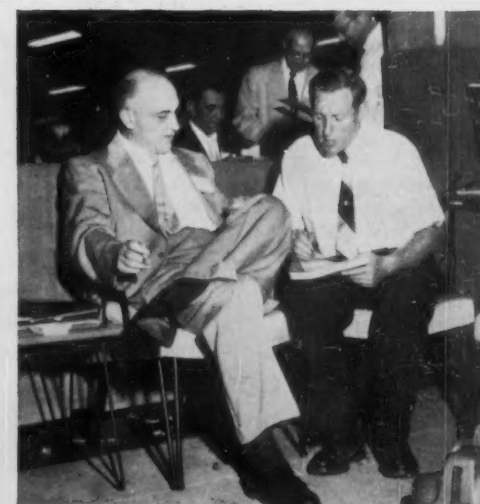
CONFERENCE in Dormeyer booth finds vice-president Marvin E. Allesee (center) explaining company line to group of buyers.



EXAMINING juicer to be marketed in this country by Waring are Walter Studer of the Rotel Co., Switzerland, and J. P. McIlhenney of Waring.



TWO BUYERS from Ludwig Baumann & Spear enjoy a laugh with Arthur Bregstein of Roto-Broil. At left is S. T. Swenson; at right is Irving B. Sherman.



DATA on floor polishers is provided Myer Kornreich of Albany Mdse. Corp., Albany, N. Y. by Shetland president R. I. Lappin, right.

MARKETING



BARGAIN HUNTERS flood Sears, Roebuck & Co. warehouse in Chicago where gigantic sale was held recently, offering new all-time lows in appliance prices.

Sears Jolts the Discounters

The big mail order chain in Chicago drops prices of appliances to fantastic lows in a warehouse sale aimed at undercutting the price-cutters

Disturbed over the flagrant appliance discounting in Chicago, Sears, Roebuck & Co. finally gave its price-cutting competitors a taste of their own medicine this summer.

The mammoth merchandising chain, which for years has prided itself that its prices averaged about 20 percent below competition, has been undercut for months—by discounters with nationally advertised appliances—in Chicago.

A recent shopping survey by the firm left it aghast as to how great the trend was. Veteran Chicago merchants estimated that 92 percent of Chicago dealers were selling at discount, an average of 25 percent, as Sears vice president for merchandising recently stated.

While Sears may have been getting 20 to 30 percent of the appliance business, it was believed that discount houses enjoyed 40 percent or more of the business.

Sears Rankled. All of this rankled in the bosoms of Sears brass hats, and it was estimated that the best way to restore the balance was to make discounting unprofitable.

Rather than demoralize trade at the 22 Sears stores in the Chicago area with a price cutting spree, it was decided to center it at the Sears warehouse in June, taking a leaf from the Carson, Pirie Scott warehouse idea.

What the deal promised to reveal was how many Sears customers buy on price alone. It was believed that about 40 percent of them would desert the neighborhood Sears store

and come chasing over to the 35th Street warehouse for bargains.

A spanking new woven wire fence surrounded a gigantic auto parking lot. A soft drink and sandwich fountain was set up. Traffic cops were brought in to maneuver the crowds on June 11th and 12th. A sound truck blasted the air and pennants waved in the breeze.

Lowest Prices in Chicago. Inside the one story edifice stickers, reverts, surplus and brand new merchandise were jam packed, without any display effort. Come-ons consisted of 16 rolls of toilet paper for 91¢, \$1.25 brooms at 77¢. Four page advertisements appeared in all Chicago newspapers. These were the appliance buys:

\$189.95 7 cu. ft. refrigerator, \$99.
\$99.95 wringer washer, \$69.
\$199.95 dryers, \$139.
\$279.95 11 cu. ft. upright freezer, \$199.
\$254.95 automatic washer, \$179.
\$169.95 7.7 cu. ft. refrigerator, \$125.
21-in. TV set, \$138.
\$104.50 18-in power mowers, \$79.
\$79.95 rotary mower, \$65.
\$299 ½ ton room coolers, \$259.
\$119.95 dehumidifiers, \$88.
\$269.95 9 cu. ft. freezer, \$210.

In comparison, Polk Brothers, Chicago's leading discount store, offered a 7 cu. ft. Admiral refrigerator at \$139, a Whirlpool automatic washer at \$207, a General Electric wringer washer at \$109, a Deep-freeze 11 cu ft. upright at \$239, a ½ ton Philco

room cooler at \$224, a ½ ton Fedders room cooler at \$247.

Lots of Salesmen. From all 22 Chicago area stores salesmen were brought in, and they enjoyed regular commissions plus supper money. ELECTRICAL MERCHANDISING was told. The down payment price was prominently displayed on all merchandise.

Inquiry as to whether amounts were limited, as the advertisements said, received both a yes and no answer. Segregated were the bargain reverts and items that had had mechanical troubles, which melted away first. Crowds seemed to hover around the laundry and cooking equipment.

Hours were 9:30 a.m. to 9:30 p.m. on Friday and Saturday. No mail orders, no phone calls, no C.O.D.'s were accepted.

The place resembled a Ringling Circus ground, with the crowds of people packing the place in. No checking was done, and one observer estimated 50,000 persons attended.

Sale Robbed Other Stores. Certainly, the sale sucked trade from other Sears units. Much smaller crowds were present at the Sears, Lawrence and Irving Park stores. At Carson, Pirie & Scott department store warehouse on Cicero Avenue, all was quiet, despite a \$59 power mower, a G. E. \$249.95 dryer at \$169.95 and a 7 cu. ft. \$199.95 refrigerator at \$169.95. All was quiet at Sol Polks.

Sears brass hats clammed up when asked if the warehouse venture would be repeated soon. However, the 22 stores operated by Gordon Metcalf in the Chicago area are a fine laboratory for experiment that can be observed from Sears headquarters. Since company executives have said in public that the discount situation must be met, there is little doubt but that it will be repeated, possibly become a permanent bargain center as is Carson, Pirie & Scott's warehouse on the south side of Chicago.

Ads on Increase

Newspaper advertising of home appliances and radio-television in 1953 showed a notable increase over 1952, the Bureau of Advertising, American Newspaper Publishers Association, Inc., reports.

Total newspaper advertising revenue for radio and television receivers was \$15,779,000, a 46.5 increase over the 1952 figure of \$10,770,000. Revenue from "automatic refrigeration" was \$3,870,000, up 10.8 percent. All other classifications of "housing equipment and supplies" were up in ad revenue except fuel and automatic heating.

Percentages, air conditioning advertising racked up the biggest increase of any category listed. The total of \$1,305,000 represented a 131 percent increase over 1952's figure of \$565,000.

General Electric, Philco, Nash-Kelvinator, Avco, Westinghouse and RCA were among the appliance-radio-TV firms listed among the top 50 individual newspaper advertisers, each with over \$1,000,000 spent.

Kitchen Campaign

Republic Steel Kitchens has drawn up a new sales, merchandising, and new products program designed to double kitchen sales by fall.

Speaking at a meeting of eastern RSK distributors and district sales reps, L. S. Hamaker, general sales manager, revealed plans to:

1. Install 10 new field men immediately—"and if we need 10 more, we will get them."

2. Establish a consumer panel of nationally known home economists to advise Republic on new products.

3. Introduce new products and new additions to the Republic Steel Kitchens line as often as necessary.

"Sports Parade"



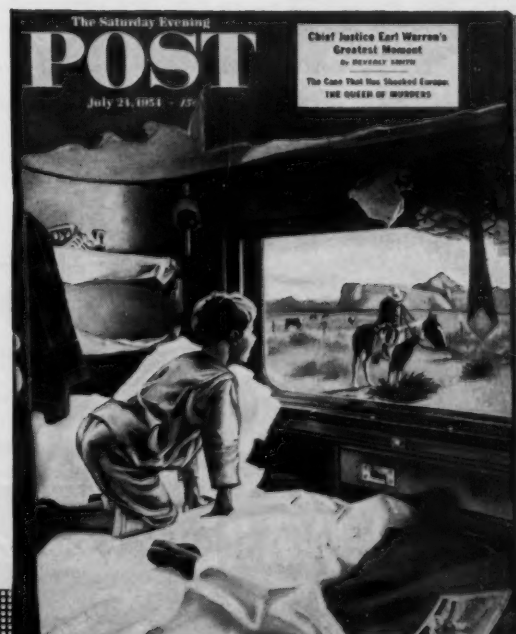
RAYTHEON'S new "Sports Parade" selection of summer sports equipment designed to help distributors promote Raytheon tubes during summer months is examined previous to shipment here by J. Glunts, Boston distributor; J. Rembaum, New England tube representative; F. Semple of the distributing firm; and E. I. Montague, advertising-sales promotion manager of Raytheon's receiving and cathode ray tube operations.

210% During the recent major-appliance promotion sponsored by The Saturday Evening Post in Van Wert, Ohio, store traffic increased 500% and sales 210%.* Impressive? Yes. But more important, a new pattern for regional and national promotions has been tried and proved. Such promotions are now being planned by the Post** and its appliance advertisers stand to gain accordingly. The Post gets to the heart of America.

*The results of the city-wide "Electrical Servants Fair," as reported by the Ohio Power Co. and local distributors and dealers.

**For more information, write Bob Shellenberg, Retail Merchandising Division, The Saturday Evening Post, Phila. 5, Penna.

A CURTIS MAGAZINE





ELECTRIC HOUSEWARES

"EMPIRE" Does It Again!

"EMPIRE"—first and foremost in the introduction of top-performing, smartly designed Full Automatic Electric Percolators for the great popular priced field . . .

Now Introduces



The Aristocrat
Greatest Combination
of Eye-And-Quality Appeal Ever
Built Into Any Percolator At
Only—

No. 2012
\$21.75*

Never before the equal of this! Brews perfect coffee—any way you make it!

- Exquisitely Designed in Lustrous Chromed-Copper, 8-Cup Capacity
- "Flavor-Selector" Assures Coffee "As You Like It"—while keeping coffee costs down because less coffee is required!
- Graceful Non-Drip Teapot-Style Spout
- Red Signal Light Indicates When Coffee is Ready

PLUS The Most Complete Line of Fully Automatic Percolators In The Field—

Distinctively designed "EMPIRE" Automatic Percolators—with "Flavor Selector". Highly polished aluminum:

- No. 1961—3-to-5 Cup "Thrift-O-Matic" \$ 9.50*
- No. 1962—Standard 8-Cup \$10.95*

"THRIFT-O-MATIC"

Only Percolator that properly makes small quantities of coffee automatically!

- No. 1941 — \$8.75*
- With "Flavor Selector"—\$9.50*

*Prices Slightly Higher in the West

WRITE TODAY—For Catalog & Prices



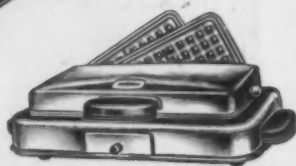
Another Fast-Selling



Time and Labor Saver!

ELECTRIC TABLE GRILL

. . . teams up with the "2-Cup Coffee-Quickie" "Perco-Drips", Food & Baby Bottle Warmer, Hot Plate, and the sensational Empire Automatic Percolators to bring you the most complete line of profitable Electric Housewares you can feature!



A chrome-plated beauty, with 130 sq. in. grilling surface—interchangeable grids—heat indicator—removable dripping pan. No. 798—\$15.50* List.

The METAL WARE Corporation

200 Fifth Avenue
New York

TWO RIVERS, WIS.

Merchandise Mart.
Chicago

Sayre Sets His Course

Norge's new president plans to expand dealer outlets this year and aim for bigger share of business; no new product lines in sight right away

Norge is aiming to get a bigger percentage of the industry take in all its lines, but no new products are planned for the immediate future.

That was the word from Judson Sayre, Norge's new president and the man frequently described as the father of the automatic washer industry. At a press conference marking his return to business, Sayre explained:

Norge will keep its present short refrigerator line (four models) with occasional additions or changes to keep dealers competitive. Model 1180 refrigerator (Customatic) is the best seller in the line.

Expand Coverage. One of the first tasks will be to improve coverage in weak territories, before adding new products. Norge hopes to add 2,000 dealer outlets before the end of the year. The firm already has some 10,000 outlets.

Exclusive dealer deals can't work because the manufacturer can't control the dealer. Dealers burden themselves with too many lines, forcing manufacturers to sell over their heads.

Norge's advertising program will continue unstinted. Some \$3.5-million will be spent in national magazines and television this year.

Sayre sees no recent trouble with dealer failures. He explains that many of those in 1953 were fly-by-night frozen food plan operators without capital or knowledge of appliances, concentrated on the West Coast.

He estimates that 90 percent of retail purchases are on credit.

Norge is working on a combination washer and dryer, similar to Bendix Duomatic. He hints it won't be in production for a long time.

Norge is spending \$1-million on its new range line, to be introduced this summer and expects a good summer market because appliance manufacturers are slugging.

Maintain Prices. So many price breaks have occurred recently that it's hard to see how more can be made. Norge definitely does not plan to cut prices.

Sales figures for Norge were:

Automatic washer 306.9% of last year for March and April.

Automatic washer 195% of last year first five months.

Refrigerators 165% of last year for five months.

Water heaters 114.7% of last year for same period.

Automatic washer and dryer produces the largest gross volume for Norge.

Discount houses will always be with us. Manufacturers have responsibility to control production to prevent dumping. New products can help control discount houses. Also, dealer who learns to handle trade-ins can beat discount houses competition. Re-



SAYRE: People are ready to be sold, if salesmen will try to sell them.

building traded units can create new business.

Industry needs to develop the two-refrigerator family as auto industry has done. Second one to be used in basement or possibly at summer home.

People are ready to be sold, if sales forces get that old time religion. Selling methods are improving. Manufacturers are going back to fundamentals in training on all levels.

Some dealers cut prices because they don't know how to sell. Norge will produce products that can be sold on features for dealers who need good discount to cover selling expenses, also price products for dealers who can sell any other way.

Norge's percent of take of refrigerator market was double for the first four months of this year.

Customer reference has helped build company's automatic washer business.

Dealer Aid Shown

Hotpoint has introduced a new low cost promotion designed to help dealers increase electric range sales and build store traffic as well as prospect lists.

The promotion involves the "Pancake Party" plan book, which tells dealers how to set up a complete pancake party for quick use using 1954 Hotpoint electric range features; how to promote and demonstrate the features of the ranges and how to follow up sales leads.

Hotpoint estimates that the dealer can have a small-scale pancake party for about \$4, according to Clifford C. Gramer, merchandising manager of Hotpoint.

CROSLEY 17" SUPER-V OUTSELLS ALL OTHER BRANDS

Build a better television set. Build a television set that will sell for less. Two good ways to make a success in this business. Crosley, with the Super-V, did *both*!

Crosley conceived the revolutionary idea of taking the conventional, bulky TV chassis and completely redesigning it on a vertical plane. New circuitry, new components like multiple-duty tubes reduced weight as well as bulk. And

because all chassis parts were grouped right around the neck of the picture tube, cabinet size was cut a drastic 33 per cent!

Did the public go for this "better set with a new low price"? The record is fantastic. Introduced in February, the Super-V upped Crosley's volume nearly 700 per cent by April. Today it's making dealers' cash registers ring to the tune of more than \$8,000,000 per month.

And the SUPER-V 21^{plus} is setting new records!

➔ BIGGEST PICTURE

30% bigger than many so-called 21's—actually gives you up to 60 square inches more picture!

➔ SMALLEST CABINET

20% smaller than many other 21" sets—thanks to Crosley's new space-saver tube and Super-Vertical chassis. Takes up to 4 cubic feet less space.

➔ NEWEST FEATURES

New aluminized picture tube. Walnut-, mahogany- and blond-finished cabinets. Can be strip-converted for UHF. Full-Year Warranty on picture tube, 90 days on chassis parts.

Suggested list price
LOWEST PRICE ➔ \$169⁹⁵
(WALNUT-FINISHED)



You can **SELL** 'em better on a **CROSLEY**

Shades AVCO General 21, 24, 26

Dealers Sign Up Fast

White Sewing Machine Corp. announces franchising of 105 new dealers in the first 20 days of a program designed to broaden the firm's distribution

White Sewing Machine Corp. has completed the first phase of its nationwide distribution expansion and is ahead of schedule in franchising new dealers.

White, which traditionally has sold only through 180 department stores, recently announced intentions to franchise dealers to broaden its distribution, and supplement existing outlets.

On June 10, White first sent its men into the field to contact prospective dealers. During the subsequent 20-day period, a total of 105 dealers were awarded franchises.

This rapid expansion "far exceeds our estimates for this initial period, and portends a much more rapid completion time for our new program than was originally hoped," White officials announced.

Heading up the new program is D. A. Kirane, recently named manager of White's newly formed wholesale distribution division, who detailed activities last month for **ELECTRICAL MERCHANDISING**.

"Initially, we have split the country into nine separate districts," Kirane said. "Those portions of each district which are presumed to be in the trading area of existing department store operations have been eliminated from consideration, since it is not the plan to franchise White dealers within those areas."

"Within the rest of these districts, however, dealers will be chosen to handle the White line on an exclusive basis," Kirane said. "The total number of dealers to be selected will be decided upon according to the location of the dealer, the dealer's facilities, and the population of the general trading area."

"Our entire basis for dealer designation will be according to quality rather than quantity," he said. "It is our aim to have the best possible dealers available, without thought of the absolute necessity for establishing an outlet just for the sake of a larger total number in the fold."

"Shipments of sewing machines will be made directly from White's Cleveland plant, thus giving dealers the benefits of direct factory relations," Kirane said. White's district managers will help recruit sales and service personnel, and provide promotional material.

Kirane described the key to the overall plan as an assistance subsidiary to the dealer for purposes of setting up "the most effective sales organization possible." This subsidiary is in the form of a liberal credit provided on each White machine purchased by a dealer. The credit may be used to maintain the "specialized sales activity necessary for a success-

ful and continuous sales campaign."

In addition to the assistance credit, and normal trade discount, a further allowance for advertising is also given.

White officials said Domestic Sewing Machine Co., a subsidiary of White, also is continuing to franchise dealers.

Water Heaters Up

Sales of water heaters in the second quarter of 1954 were 11 percent higher than for the comparable period of 1953, it was announced by White Products Corp.

"We expect our business to be good for the remainder of this year," a sales spokesman said. "Continued promotional activity and sales interest on the part of our distributors has been most instrumental in helping us achieve our present record."

White's new glass-lined series, coupled with leader line of Parade water heaters and the company's regular galvanized units, met with good acceptance, the spokesman said.

Freezer Specials

To spur sales of freezers during late summer, Deepfreeze has announced inauguration of two promotionally-priced freezer specials from the period July 12-Aug. 31.

During the campaign the freezers will be priced to permit retail prices of about \$100 under comparable chests and more than \$100 under comparable uprights, it was announced by J. A. Rishel Jr., general sales manager.

The promotional freezers are a 17.8 cubic foot chest and an 18.6 cubic foot upright.

Pyle Dies



CHARLES G. PYLE, executive director of NAED, died July 16, in Bronxville, N. Y. Formerly with Sylvania, Pyle spent 36 years in the electrical industry. He was 64.



HOOVER'S 12-millionth vacuum cleaner is awarded to Irving S. Hirsch, branch manager, New York, for having the top sales record for the three months previous to Hoover's sales convention, June 21-25. H. W. Hoover Jr., president, presents the award. At left is Walter A. Munz, general sales manager, and executive vice president Oscar Mansager is at right.

Hoover Under The Stars

The biggest Hoover sales meeting in 16 years is the occasion for presentation of a new advertising and promotion program for this summer and fall

The biggest sales conclave since 1938 was the scene this summer for the advertising and promotion program of the Hoover Company.

Not only was every district manager from every state in the Union present, but sales executives from Great Britain, Italy, Canada, and Switzerland were on hand for the meetings held both at the plant at North Canton and a special camp 1½ miles east of the plant.

All the men slept in tents at the park the Hoover Company owns, and which it operates as a park for people in Canton. Even H. W. Hoover, Jr., slept out.

From the welcoming by a steam calliope and police escort, to the final session, an ox roast, the salesmen heard about the biggest sales and promotion program ever planned by Hoover.

The plans of the company were outlined by H. W. Hoover, Jr., newly elected president.

Said Hoover: "Our convention is a company move to keep in front of competition by a greater sharpening up of selling tools and reviewing selling fundamentals and management techniques."

The advertising program, the largest ever, will be used in five publications—*Saturday Evening Post*, *Living for Young Homemakers*, *True Story*, *Ebony*, and *Good Housekeeping*. A strong use of TV, the Garry Moore Show, will emphasize one of their promotional gimmicks, a toy vacuum cleaner. The promotional theme, "Now when Mother buys her Hoover, daughter gets a play one free." (The

toy vacuum cleaner looks just like a regular Hoover and is worth about \$14.95, and operates by flashlight batteries. It really picks up dust, has beat bars, and a light, will be used in all ad copy. To augment the magazine and TV program, Hoover is using 24-sheet posters. On the local level, regular TV spots as well as newspaper and radio are being planned.

Although the newest product of the line wasn't introduced to the salesmen at the national meeting, it was to be shown at the Housewares Show in Atlantic City in mid-July. For several years, women have wanted light-weight irons, thus aluminum was dictated. The heat conductivity of aluminum is approximately three times that of cast iron. However, the aluminum soleplate was not satisfactory for the steam iron. Moisture would collect and discolor it. Now, Hoover is introducing a steam iron with a stainless steel soleplate (a sheet of steel 12/1000 of an inch thick). Thus, the advantages of aluminum, its light weight and high heat conductivity are retained.

Big Ad Drive

Emerson Radio and Phonograph Corp. this fall kicks off its largest sales promotion campaign in history, built around the theme of a three-armed railroad semaphore advising the consumer to "Shop . . . Look . . . Listen . . . And You'll Buy Emerson."

The fall magazine schedule includes 44 insertions in national magazines with total circulation of 150-million.

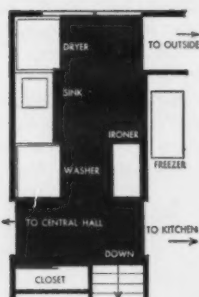


Mrs. Norman Frye, farm wife of Scott County, Iowa, converted back room into an efficient and decorative home laundry.



Mrs. Ross Caldwell, of Green County, Wis., has washer, dryer and ironer in this attractive room. The dryer is vented.

18 months, 7000 miles, 150 homes, 8 picture locations—for one article!



Laundry floor plan in house of the Harvey Starkeys, Buffalo Co., Neb.



Low wall divides kitchen from laundry in Washington County, Iowa, house.

"How to welcome washtime" was the title of a three-page article on new home laundry appliances, in the March issue of *Successful Farming*. Like most SF articles, it was based on case histories.

Maurine Harris, home equipment editor, planned the article in September 1952. In the following eighteen months, covering some 7000 miles in eight states, she looked over the laundry facilities in more than 150 farm homes—to find installations that were well planned, efficient, and photogenic.



SHE picked eight homes in four states, and assigned photographers. Of the eight pictures published, three were in color. This article is typical of the planning,

care, time, travel, and expense that go into most *Successful Farming* articles... to assure realistic, helpful service for the reader—and interested readership *plus full confidence* for the advertiser.

With over 1,300,000 circulation mostly concentrated among prosperous families in the fifteen agricultural Heart States, and subscribers with an average income around \$10,000... *Successful Farming* by itself reaches a market equivalent to another national suburbia—unmatched in influence by general media.

To balance national schedules, to find new appliance sales potential, learn more about this magazine. Ask any SF office.

MEREDITH PUBLISHING CO., Des Moines
...New York, Chicago, Cleveland, Detroit,
Atlanta, San Francisco, Los Angeles.





WOODEN DOORS for its steel cabinet lines were introduced simultaneously in New York and Chicago by American Kitchens in June. At the company's space in the Merchandise Mart, Dale Mikesell, left, and Ken Cook, third from left, show new units to Edwin Schiele (second from left) of Artophone, St. Louis, Forrest Sample of Kiefer-Stewart, Indianapolis, and Joe. Grasser of Artophone.

Putting On a New Front

American Kitchens does just that by making available wood doors and copper color drawers for its regular cabinet line

How does a steel kitchen cabinet maker get a bigger share of the market when 70 percent of the industry's volume is in wooden cabinets?

How does a steel cabinet maker meet the demand for "something besides white" and still avoid crippling inventory headaches?

And, how does a steel cabinet maker keep a 98 acre plant busy?

American Kitchens division of Avco Mfg. Corp. thinks it has found the answer to all three of those questions by substituting wooden doors and copper-tone drawers on their regular line of steel kitchen cabinets.

Basic reason for adding the new doors and drawers is a "growing consumer demand for kitchen wall and base cabinets that harmonize with furnishings in other parts of the room," Curry W. Stoup, American Kitchens' general manager, told a press group in New York in late June.

"The new line makes it possible for the first time for dealers representing a volume producer to compete in the custom market," Stoup added.

Stoup made no secret of the fact that American Kitchens is out to increase its bite of the cabinet market. He described the facilities at the firm's Connersville, Ind., plant and said that American was ready to take the steps necessary to keep its lines selling at a rate in keeping with productive capacity.

Stoup said that recent surveys have indicated that the demand for color cabinets was now running second to demand for cabinets with wood exteriors. He said that color had recently

shown signs of having been something of a "fad".

Prices for cabinets with wood doors will be approximately 10 to 15 percent higher than for the regular all-steel line. A 42-inch sink now selling in New York for \$69.95 will retail for \$79.95 with wood doors and for \$89.95 with wood doors and copper-tone drawers.

EEI Sets Range Drive

The coming fall campaign to promote electric ranges again will be co-ordinated nationally, the Edison Electric Institute announced last month.

Formally called the Fall 1954 Co-ordinated Electric Cooking Jubilee, the campaign will again use the slogan "Be modern . . . Cook Electrically."

H. H. Brenan, new chairman of EEI's residential section, said a suggested idea for the fall promotion is a consumer contest to be run by utilities on a local basis. Entrants are asked to finish, in 25 words or less, the phrase: "I want to be modern and cook electrically because . . ."

A previous EEI announcement suggested that the campaigns begin in September and end in October. November was left open, with the suggestion that these weeks be devoted to closing with prospects developed during the main part of the campaign.

New Line Debuts on TV

Westinghouse shows its new appliance, radio and TV line on a closed-circuit telecast to more than 2,000 distributors in 28 cities across the nation

Before a closed circuit TV audience of more than 2,000 distributors, Westinghouse last month unveiled new lines of radio, television and major appliances that included:

1. The first high fidelity sets for Westinghouse.
2. A 28-model TV line, including a 21-inch set for \$169.95, and seven 24-inch receivers, starting at \$279.95.
3. Five new major home appliances, including copper-styled ranges and refrigerators without a suggested retail price.

The 28-city telecast was occasion for the premier of Westinghouse's high fidelity products. The three units range from \$169.95 for the low-priced unit, the "Symphonair," to \$469.95 for the "Symphony Hall" series.

Highlighting the new 21-inch line of TV sets is a five-set series called the "Decorator Capri," featuring colored cabinets and color harmonized matching swivel base.

Westinghouse also made it clear it believes there is a big future for the 24-inch set, and is going to plug it hard during the coming season.

In the major appliance field, Westinghouse has redesigned the Laundromat, its automatic washer, and matching twin, the electric clothes dryer. Highlight is the advent of the Laundrofile, a plastic case located in the center of the new backsplash, containing an instruction booklet.

Also featured in the Laundromat are the "Weight to Save" door to help the user select the proper amount of water and soap; a "Water Saver" dial; and a flexible control for starting, stopping or eliminating any portion of the washing cycle.

The dryer has a new Heat Selector

Dial to allow the user to select heat setting, regular, low, or no heat, for drying any fabric.

The Laundromat carries a suggested list price of \$319.95 and the dryer a suggested retail price of \$239.95.

Recognizing the trend toward the use of more copper in the kitchen of today, Westinghouse said, the color scheme of the new refrigerator and range is highlighted by the use of copper color. The refrigerator contains a full-width freeze chest capable of storing 42 pounds of frozen foods.

No suggested retail prices were given for the refrigerator or the copper-styled range.

The dishwasher features a thermostatic water temperature control to assure the user of hot water of just the right temperature to provide maximum washing, drying and sanitizing efficiency. A single dial control makes possible a flexible washing and drying cycle.

Fan Winners Named

Public Service Electric and Gas Co., Rutherford, N. J., won the grand prize—a \$1,000 U.S. savings bond—in the NEMA Electric Fan Window Display Contest last month.

The winning entry was submitted by George W. Browne, display manager.

Fourteen additional awards, totaling \$2,000 in U.S. savings bonds, were made to runner-ups. Among the electrical appliance retailers, the \$500 bond went to Berks Products Co., Reading Pa.

The contest began May 1 and ended June 1.

Product & Promotion



EXAMINING new Universal coffeemaker are three regional managers who attended recent three-day sales conference at Universal headquarters, and Universal sales manager S. G. Fisher (second from right). The firm's new line and fall program were explained.

DEALERS-DISTRIBUTORS...

NEW Profit-Packaged Sentinel

TV...RADIO...HI-FI...TAPE RECORDER

ROCK-BOTTOM • LOW-PRICED PACEMAKER TV SERIES A TRAFFIC STOPPING SELLER!

★ 8 Volume-Building Models ★ Walnut, Mahogany, Blond Grained Cabinets ★ Aluminized Picture Tubes ★ EZ Tuning Side Controls ★ Sentinel Quality Tested



17" Table TV from **\$139⁹⁵**



21" Table TV from **\$169⁹⁵**



21" Console TV from **\$199⁹⁵**

PROFIT-BUILDING STEP-UPS DE LUXE SERIES

FEATURE BY FEATURE—EASIER TO SELL UP!

★ 6 Easy-to-sell Models ★ Mahogany, Blond Cabinets ★ Cascade Tuners ★ Extra-quality Features ★ Smart, Eye-catching Design



17" Table TV from **\$179⁹⁵**



21" Table TV from **\$219⁹⁵**



21" Console TV from **\$269⁹⁵**

CUSTOM DE LUXE SERIES SUPREME IN THE QUALITY FIELD!

★ 6 Luxurious Models ★ Mahogany and Blond Korina Wood Cabinets ★ Aluminized Picture Tube ★ Slanted, Filtered Safety Glass



21" Table TV from **\$269⁹⁵**



21" Console TV from **\$329⁹⁵**



21" Console TV from **\$369⁹⁵**

One year warranty on picture tubes—90 days on all other parts.
Built-in antenna on all models.

Call your distributor for information on "Profit-Packaged" dealerships available... or write Sentinel Radio Corporation, Evanston, Illinois

YOU ASKED FOR IT!

A complete money-making package... all wrapped and ready to go! You asked for it! Now here it is! A new line designed, advertised and priced the way dealers and distributors wanted it. You sell a promotional line. You sell 'em up. You sell 'em sideways. But you sell 'em! It's the all-new "Profit-Package" built by the men in the stores who know what it takes to sell 'em!

BIGGEST LOCAL IMPACT ADVERTISING CAMPAIGN IN TELEVISION HISTORY!

Advertising where you feel it!
Advertising where it pays off for you!
Local impact advertising in your own city!
Week after week, hitting right in your back yard!



GIANT NEWSPAPER SUPPLEMENT CAMPAIGN!

NEW COLOR-PACKED RADIOS CHOICE OF 6 COLORS—SAME PRICE

Color sells. And Sentinel has a sales-making complete color line at the one price. In Green, Red, Rust, Mahogany, Tan, Ivory.



Table Radios from **\$19⁹⁵**



Briefcase Portables from **\$32⁹⁵**



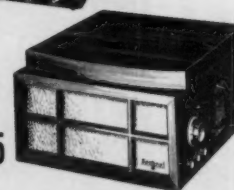
Clock Radios from **\$29⁹⁵**

PLUS The Fringe-Area Set—world famed for long-distance reception. **\$34⁹⁵**

NEW! AMAZING VALUE!
BIG PROFIT ITEM!

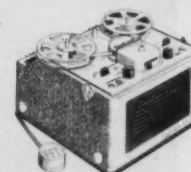
Sentinel High-Fidelity Radio-Phonograph

Sentinel High-Fidelity Console Radio-Phonograph **\$199⁹⁵ \$149⁹⁵**



NEW SENSATION—COMPACT,
SUPER-SENSITIVE

Portable Tape Recorder-Player TAPE MASTER **\$124⁵⁰**



DEALERS PROUDLY RECOMMEND
the new "Profit-Packaged"

Sentinel

TELEVISION AND RADIO



STOP Delivery Damages SPEED Deliveries

with **DREADNAUGHT PADDED COVERS**
for Appliances,
TV and Radio Sets



Easier handling . . . faster handling from truck to your customers' homes. Freedom from delivery damages. Protection for your customers' properties. You get these 3 big benefits when you use DREADNAUGHT padded covers for all your appliance deliveries. All NEW canvas, lined with soft moleskin. Chafe-proof on the finest wood and porcelain finishes, and water repellent, too!

Costs Less to Buy!
Costs Less to Use!

NEW HAVEN QUILT & PAD CO., INC. 72-96 Franklin St., New Haven 11, Conn.
Dep't 854E

Please send me your free catalog and price list.

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**SEND FOR
FREE
CATALOG
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EXTRA PROFITS! BLOWING YOUR WAY

with **INTERNATIONAL
AIR CONDITIONER
COVERS**

MADE OF
**Firestone
Velon**

27 styles to
fit every
leading
make from
1/3 to 1 ton,
1951 to 1954
models.



Experts predict 1,500,000 air conditioners will be sold this year! Get your share of the booming market for covers with INTERNATIONAL . . . the first, the finest . . . made of genuine Firestone Velon. It's heavier, it's trouble-free, it's the best made. Get the jump on the market . . . let us show you how with our cooperative advertising plan . . . get the facts today.

INTERNATIONAL COVERS, INC.
39 GREAT JONES STREET, NEW YORK 12, N. Y.



MRS. FLORENCE SCOTT, home economist, Ironrite, looks over Mrs. Betty Hunt's work at convention of the American Home Economics Association in San Francisco. Mrs. Pearl Fish, representing a local distributor, looks on.

Home Economists Meet . . .



MRS. HELEN KIRTLAND, home economist for Hotpoint, tells the story of her company's range to Esther Foley. Theme of the 45th annual convention July 6-9 was "Today's Challenge to the Home Economist."

To Discuss New Challenges



VERNA L. MILLER, director of home economics for Frigidaire, explains the refrigerator to Arlene Pattison of the household equipment department of State College of Washington, while Anna L. Wood listens.

more **CASH IN** your register

SELL THE HIT OF THE SHOW!

the appliance that millions of women have wanted...

AND NOW CAN AFFORD!

HANDYHOT'S SENSATIONAL NEW

Blendette

BLENDS MIXES WHIPS PUREES CHURNS BEATS

AT JUST... **\$14.95**

MORNING TO MIDNITE UTILITY

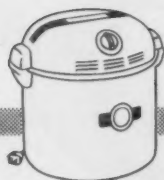
. . . . around the kitchen clock!

- Beverages
- Spreads
- Soups
- Frozen juices
- Light Batters
- Salad Dressings
- Sauces
- Crumbs
- Desserts

Removable blades for easy cleaning. Quiet, vibration-free operation. Rugged air-cooled AC motor. Fast turnover. Packed in self-display cartons. The perfect gift...

(You'll want one yourself)

A great new member in a profit making line!



HANDYHOT WASHER



HANDYFREEZE FREEZER



HANDYHOT JUICIT



HANDYHOT TRAVEL IRON

Handyhot

CHICAGO ELECTRIC DIVISION

of the **SILEX** company

CHICAGO 38, ILLINOIS

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Price-Cutting Plagues Canadian Dealers

A government commission is taking a long look at retail practices north of the border since manufacturers and retailers claim that a recent law forbidding price maintenance threatens to ruin the Canadian appliance trade

DEALERS in the United States may find it hard to believe, but some Canadian retailers are beginning to import American appliances because they can maintain list prices on these lines.

That's one development which has come to light as the result of a government investigation into loss leader selling in Canada.

The investigation by the Restrictive Trade Practices Commission is the result of a flood of complaints by dealers who complain that price-cutting wars and cut-throat selling tactics have brought chaos to Canada's retail appliance trade.

How It Started

Both dealers and manufacturers believe the trouble started about two years ago when the government passed legislation banning resale price maintenance. Officials at that time believed the law would help consumers to obtain better prices and boost sales of retailers.

A buyer's market developed shortly after the passage of the price law and as a result loss-leader selling spread rapidly in the trade. Dealers found themselves involved in price wars and those who attempted to maintain suggested prices saw their sales drop sharply. Absurd trade-in allowances were made and in some cases appliances were being sold at or below cost.

During the summer of 1953 complaints about these developments were received from retailers, manufacturers and trade associations. T. D. MacDonald, Director of Investigation and Research under the Combines Act thereupon undertook a nationwide survey to assist the Commission in examining the problem.

Survey Results

Appliance dealers responding to the survey reported sharp declines in sales for dealers who did not engage in price-cutting. It was also apparent that most stores did not follow the manufacturer's "suggested list price"; over two-thirds of the chain stores replying and more than three-quarters of the independents did not follow such recommendations.

Another question requested information on the monthly dollar volume of sales in the period under survey and to the extent that any inference can be drawn from this sales data, it appears that the independent stores

which reduced prices experienced the largest and most stable increase in sales in 1953 over 1952 (seven-month figures). The index for the independent stores that did not reduce prices is based on a small number of reports, and displays more extreme fluctuations than the indices for the other two groups but it also indicates a considerably better sales record in 1953 over the 1952 base than was the case with the chain stores.

The chain stores that reduced prices also experienced marked fluctuations in sales in 1953 and in contrast to the other groups saw their sales for all but two months in 1953 fall below 7-month 1952 average.

The Manufacturer Complains

Retailers, one company complains, who were the first or among the first to advertise a low price in a community tapped the reservoir of people who had already made up their minds to buy and took orders for more kettles, irons and polishers in one or two days than they would normally sell in six months or a year. The company quoted an instance where one of Canada's largest retail department stores' branch in a Western Canadian city advertised a polisher at \$43.50 and in one day took orders for approximately 10% of all the company's floor polishers sold in that city during the whole of the past year. A chain department store did the same thing in another mid-western Canadian city. "You can well imagine the effect of this on other retailers in the area," the company stated in its report.

"In spite of our repeated explanations of the current legislation, the majority of retailers blame us for the 'loss-leadering' that has been going on and continually press us to 'do something about it,'" the company reported, adding significantly that "this attitude has resulted in a heavy loss of prestige for our products and our company with both the retailers and the public."

The company also revealed that many small retailers who used to display their appliances, recognized brand goods, and sold large quantities, have now stopped selling them altogether or adopted a practice of not displaying them prominently nor of promoting sales. Some of the large department stores, who used to be the company's best retail outlets, have withdrawn these products from sale and trans-

ferred their sales efforts to other makes, including their own brands, in order to allow them to sell at prices above the levels established by "loss-leadering" dealers for the company's well-known brands.

Trade Groups Speak

Furthermore, the Canadian Wholesale Hardware Association told the Commission at one of its public hearings that items used for "loss-leaders" by a considerable number of retailers and manufacturers give the consuming public a false value of the commodity, making it "impossible for the established retailer to sell on anything like a profitable basis."

A spokesman for the Canadian Sporting Goods and Cycle Association charged at the same hearing that large department stores and chain stores "seem to be bent on putting the small merchant out of business" and demanded that "the Government should step in and see that the small businessman isn't forced out of business."

He proposed a price maintenance of 10 percent above the highest cost of handling. This would mean that a dealer who can handle a product for \$130 would make a 10 percent profit, while another dealer who could handle the same item for \$100, would still have to sell at \$130 plus 10 percent to protect the small dealer. The Association claimed that in 1953 radio and appliance dealers alone suffered a 117 percent increase in business failures.

Fosters Monopoly

The Canadian Electrical Manufacturers' Association charged in its testimony to the Commission that the Canadian Government's ban against resale price maintenance is helping to create monopolies in the electrical appliance field and the organization urged that some measure of control over the sale of their products through the retail channels should be returned to the manufacturers.

"Loss-leader" dealers merely cut prices and put other dealers out of business by forcing them to discontinue educational work which is necessary in the introduction of new and improved products, the Association indicated.

The resale price maintenance ban "is assisting the creation of monopolies since the business is falling into the hands of a few large dealers, something it was not designed to do," the Association declared.

The Association said that there was some overproduction but not to any great extent, with reduced prices being used at times by manufacturers to dispose of a carryover, though the sale of surplus stocks was done in such a way so as not to disturb the Canadian market. But price-cutting in the retail trade is causing prices to be "all over the lot" and this is proving to be confusing to the public as well as to the dealer. On top of this development, this price-cutting has seriously damaged the reputation of manufacturers in the eyes of their dealers who are inclined to believe that those engaged in the "loss-leader" practice are getting a better price from the manufacturer somehow. As a result, a great many dealers are now refusing to handle brand name products for this reason. Other Canadian dealers are turning to American imports on which a so-called "regular" price can be maintained.

Moreover, the Association told the Commission that no manufacturer wants, nor can afford, to have any greater spread between net selling price and the retail price than is essential to sell the product and maintain it in good repair. Indeed, the Association insisted, the competition not only among Canadian manufacturers but also with the United States manufacturers on the other side of the border, keeps the manufacturers' prices to his distributors or dealers from going too high.

Meanwhile, the "loss-leader" selling probe has attracted widespread attention not only on the part of dealers and associations in Canada but also in the United States where many Canadian dealers are turning to get more appliances on which a "regular" price can be maintained. Canadian dealers have increased their imports of U.S. refrigerators, for instance, every month since the start of 1954, even if such imports are below the spectacular flood of such products into the Canadian market in 1953. Imports of refrigerators numbered 3,131 units at \$577,019 in January this year but increased to 7,045 at \$1,220,671 in February, jumping to 13,457 at \$2,203,008 in March for a first-quarter total of 23,533 U.S. refrigerators at \$4,000,698 reaching Canadian dealers. The trend is continuing, too, since April imports from U.S. of such products are said to be even higher in number and value.



Family barbecues



Tasty lunches



Sunday breakfasts

what's the USE?

Use sells appliances. Who told her of the varied uses of this broiler-rotisserie? McCall's. And just as she knows from the articles in McCall's what an appliance will do for her family, so she knows from the ads in McCall's of the advantages of individual brands.

That's how McCall's helps you sell appliances... to more than 4,541,000 families every month.

McCall's

keeps appliances moving!



LOOK..
THESE ARE SO CHEAP YOU
CAN **GIVE 'EM AWAY!**
BUILD FLOOR TRAFFIC!
SPARK TV SALES!

ONLY
\$445
RETAIL

Empire
WROUGHT IRON
PROMOTIONAL **TV TABLES**

Build traffic, boost sales by creating real excitement among your trade. Offer a free Wrought Iron TV Table with every set sold—or build yourself a Promotion with these smartly styled, low-priced, good quality Empire Wrought Iron TV Tables.

WROUGHT IRON MAKES FASHION NEWS
Everybody's interested in wrought iron for home use these days. With Empire Wrought Iron, you cash in on two strong selling features—**STYLE** and **PRICE**.

There is a full line of Empire Wrought Iron TV and Hi-Fi tables—priced to give you a real spread for step-up sales.

Write now for full information and prices

Empire WORKS, INC.
3950 S. DEARBORN ST., CHICAGO 9, ILL.
Manufacturers of Distinctive Wrought Iron Furniture

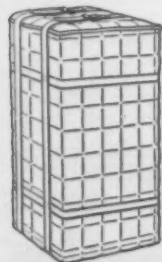
NO. 104

A COMPLETE LINE TO MEET EVERY DEMAND




There's an art to carrying appliances, too!

Long hauls or short... give your appliances the modern protection of Webb Slingabouts. These rugged, flannel-lined canvas jackets are thickly padded, water repellent, slip on easily and have convenient handling for safe, easy handling. Use Slingabouts for years of service.



Ask about Wrapabouts for TV sets.

SLINGABOUTS
FOR APPLIANCE PROTECTION

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.
Send Slingabout or Wrapabout prices for Model # _____

Name _____
Address _____
City _____ State _____

Make _____
Check Appliance _____
Refrigerators
Range
Washer
Radio
TV
Other
(please specify)

NEW POSITIONS



Emerson Radio—S. W. Gross (top) has been appointed a vice president and assistant to the president; Arnold Henderson as director of sales administration and Leo Hahn, sales manager for television and radio. Other executive appointments include Michael Kory as director of sales.

Hamilton Mfg. Co.—Robert T. Hoopes (top) has been named to the post of sales coordinator and C. H. Rippe has been recalled to the home office as sales manager for the home appliance division. Both appointments are in line with the company's recent organizational changes.



McGraw Electric Co.—R. G. Becker has been appointed sales manager of the company's Clark Division.

Radio Corp. of America—Robert A. Seidel has been appointed vice president, consumer products.



Philharmonic Radio & TV—Leslie Roberts has been elected president and chief executive officer of the corporation.

Phillips & Buttorf—L. L. Peters has been appointed to the post of vice president in charge of marketing for the Enterprise line of ranges.



Be a big winner!

YOU are eligible for the coveted Brand Name Retailer-of-the-Year. Plaque or one of four Certificates of Distinction to be awarded in your retailing field next Brand Names Day.

Win one of these important awards by promoting brand names all through 1954! Brand names mean business. Thousands—or millions—of dollars worth of national advertising, paid for by the manufacturers, pre-sell your customers and cut selling time. You get faster turnover, because known brands outsell unknowns by seven or eight to one in most categories.

Steady demand and repeat sales give you fewer markdowns. Because brand name manufacturers pre-test their products, and assume responsibility for them, you have fewer adjustment worries. Reputable brands add prestige to your store, and bring you advertising help that cuts your costs and adds to the effectiveness of your advertising.

These are the ways you win, this year, by promoting brand names. When you win a Brand Name Retailer-of-the-Year Award, your winnings increase! Exciting publicity in your local newspapers and trade papers brings you prestige among your customers and your suppliers, and adds to store traffic.

Be a big winner! Send the coupon for your Brand Name Retailer-of-the-Year entry blank today! There's no cost, no obligation, no entry fee. And you get the idea-packed merchandising kit, "Brand Names Mean Business," free!

Brand Names Foundation INCORPORATED

37 West 57th Street, New York 19, N. Y.

Please send me an entry form for the 1954 Brand Name Retailer-of-the-Year competition, and a copy of the free kit, "Brand Names Mean Business."

Firm Name _____

Type of Firm _____

Executive _____

Title _____

Street _____

City _____ Zone _____ State _____

Automatic Vents for all CLOTHES DRYERS

Use the best by actual test

THE ORIGINAL LAUND-R-VENT

1. Aluminum Construction
2. Friction Free Damper
3. No Rust or Ice Worries
4. Retards Down Draft
5. Easy to Install
6. 3" Vent \$1.95
7. 4" Vent \$2.20
8. Complete Kits Contain
 - a. Laund-R-Vent
 - b. Three 24" lengths pipe
 - c. 2 adjustable elbows
9. Special Kits Available

Completes your installation See your jobber or write

COLE-SEWELL Engineering Co.
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Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS, REFRIGERATORS, AND OTHERS



Model ST— for pipe connections.



Model CT—with flared joint for copper tubing.

SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND, 21, IND., U. S. A.

NEW POSITIONS



James, Inc.—James B. Gantt has been named to the post of advertising manager for the company.

Fedders-Quigan—George W. Roltsch has been appointed a district sales manager for the refrigeration appliance division in the midwest sales region.

Moe Light—Recently appointed regional sales managers include S. B. Levaur as eastern manager; Roy W. Vershure as north central manager, and Vernon L. Wrye as manager for the south Atlantic states region.

Preway, Inc.—C. H. Babcock has been promoted to the post of assistant director of sales. Babcock's son, R. C. Babcock will take over his father's former post as service manager.



Schick, Inc.—Joseph B. Elliott (top) formerly of R.C.A., has been named president effective September 1st. Orville A. Petty has been appointed to the post of general sales manager.



Stromberg-Carlson Co.—David S. Cook is appointed advertising manager of the company's radio-television division replacing Stanley H. Manson who has been named to the recently created position of director of public relations.



Black & Decker—J. F. Spaulding has been elected vice president and general sales manager. Also named were R. G. Horner, vice president in charge of sales planning and Adam Quick, vice president, production.



Toastmaster—Murray Ireland has been named to succeed D. S. Campbell as head of Toastmaster Products Division, McGraw Electric.



Mitchell Mfg. Co.—Robert H. Lodge, has been named sales manager for the newly created commercial and residential packaged air conditioning division.

the NEW YEATS "Easy glide" FREEZER DOLLY

you ROLL... instead of lift it!



Ends back breaking work on big freezer deliveries SAVES time doing it!

Specially designed and built to lick the freezer delivery problem, this new YEATS heavy duty dolly has such added features as two straps and ratchets, and two sets of wheels for rolling instead of lifting the load. Like all YEATS dollies, this big new freezer model is so well balanced that ONE man can easily raise or lower a heavy appliance. Its tough, yet feather-light, aluminum alloy frame is completely padded in front... has smooth runners in back for easy on-off truck handling.

*** 4 wheels for horizontal rolling**

Big heavy appliances are easily rolled—controlled by ONE man. Foot pressure on one end of the balanced design frame, permits easy turning by simply pivoting one set of wheels.

Endless belt, caterpillar type, STEP GLIDE permits handler to "run" the dolly on stair edges without lifting appliance or making steps.

Two 30 second action strap ratchets, (a patented YEATS feature) fasten two heavy web straps on appliance in a vice tight, non-slip grip.

SEND postcard for full information on our complete line TODAY!

YEATS appliance dolly sales company
2127 N. 12th STREET MILWAUKEE 5, WISCONSIN

Amateur Chefs



APPROVAL is indicated by Art Kitto, sales manager, and Bill Hand, general manager of Admiral Distributors, Inc., Denver, as they sample chicken. Meal was prepared on an Admiral range during "shake down" sales training meeting conducted by Virginia Van Nostrand, Admiral's director of branch home economics.

Distributor Appointments

Admiral—John E. Amberg Co., Seattle, Wash.

Amana Refrigeration, Inc.—McWhorter-Weaver & Co., Nashville, Tenn.; Handberg Distributing Co., Inc., Peoria, Ill.

Capehart—Tom Holloway Distributing Co., Memphis, Tenn.

Dumont Labs—Wholesale Equipment Corp., Kansas City, Mo.

Gibson Refrigerator Co.—Grossman Distributors, Inc., Rochester, N. Y.

Hallicrafters Co.—MacPherson-Thomas, Inc., Ft. Wayne, Ind.

James H. Todolmy, Pittsburgh, Pa.

Finders Mfg. Co.—Don Reiman Sales Agency, Atlanta, Ga.

Motorola, Inc.—Equipment Sales Corp., Mobile, Ala.

Quicfrez, Inc.—Ashley Distributing Co., Inc., Columbus, S. C.

Field and Shorb Co., Decatur, Ill.; Warco Supply Co., Indianapolis, Ind.

Hardware Wholesalers, Ft. Wayne, Ind.; Connolly Distributing Co., Inc., Scranton, Pa.

Remington Corp.—W. A. Case & Son Mfg. Co., Binghamton, N. Y.

Republic Steel Kitchens—Allegheny Home Appliance Co., Huntington, W. Va.

Schaberg Dietrich, Lansing, Mich.

Schaefer, Inc.—Electric Utilities Corp., Kansas City, Mo.

New England Refrigerator Co., Providence, R. I.

Peterson Fixture Co., Davenport, Iowa; Schorer Co., Inc., Hartford, Conn.

Eastern Co., Cambridge, Mass.

Sutton Corp.—Covington Distributing Corp., San Antonio, Tex.

Tracy Kitchens—Hamburg Brothers, Pittsburgh, Pa.

Whirlpool Corp.—Bruno-New York, Inc., New York, N. Y.

McWhorter Weaver & Co., Nashville, Tenn.

Cold Facts



ICE MAKER is the focal point as Harry Huber of Carrier Corporation explains workings to J. Norman Riley, president of Standard Air & Lite Corp., Carrier's western Pennsylvania distributor and two of his fifty dealers. Tour was part of an educational trip sponsored by Standard Air for its dealers.

High in quality—Low in price

The Andrea Riviera

To meet today's competition, Andrea is retaining its traditional high quality — yet at the lowest prices in history. The Andrea Riviera is made of more expensive components and it's TROUBLE-FREE*. This means higher profits — easier selling and more recommendation sales.

CHECK THESE FEATURES:

- ★ Wood cabinet, genuine mahogany veneers.
- ★ 22 tubes (21" P. T.)
- ★ 12 inch speaker.
- ★ Four IF stages.
- ★ 41 MC video IF.
- ★ 82 UHF-VHF channels.

*Independent surveys show that Andrea TV averages less than one service call per year.



Andrea is a bargain whichever way you look at it. Write today for complete information on the generous Andrea franchise. See for yourself!

ANDREA RADIO CORPORATION
27-01 BRIDGE PLAZA NORTH, LONG ISLAND CITY, N. Y.

IF ... YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

NEW

Name

Address

City..... Zone..... State.....

Company..... Title.....

OLD

Name

Address

City..... Zone..... State.....

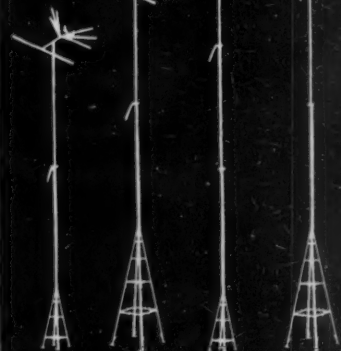
ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

RECEPTION AT IT'S Best

WITH

WINPOWER TV

**TOWERS AND
TELESCOPE MASTS**
5' & 10' TOWERS
20' to 50'
MASTS



WRITE FOR
PROFITABLE
DEALER PLAN

WINPOWER
NEWTON, IOWA U.S.A.

MERCHANDISING

SUPPLEMENT

PRODUCTS

SERVICES

For More Sales - More Profits

Modern Appliance Displays Need LIGHTED MOTION!

The Action
Display-Way
To Boost
Your Sales!

KASSON
Roto-Sho
ELECTRIC TURNABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



KASSON DIE & MOTOR CORP.
Formerly General Die &
Stamping Co.
Dept. 65, 32-14 Northern Blvd.
Long Island City 1, N. Y.

Integrity
Since
1919

HAND TRUCKS



For Safe and Easy Handling of
Ranges, Refrigerators,
Home Freezers and Air
Conditioning Units,
Radio, Television
and Window Cooling Units
SELF-LIFTING PIANO TRUCK CO.
426 North Main Street Findlay, Ohio

ROHN TV Service Table



Eliminates moving or lifting
the set from the time
it enters your shop till the
time it leaves!

Table places set at proper
height for servicing. Large
3" casters means steady,
unruffled ride!

Excellent for use in hospi-
tals, institutions, service
organizations, etc. Dozens
of uses—sell them in your
community!

Call on Your Authorized Rohn
Representative Or Write Direct

ROHN MANUFACTURING CO.
116 LIMESTONE, BELLEVUE, PEORIA, ILL.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS



The safe, easy and
quick way to han-
dle appliances.
Patented Step-On
Lift—Retractable
wheels. Cap. 1,000
lbs. Ship. wt. 45 lbs.

REGULAR MODEL equipped with fixed wheels.
DE LUXE MODEL with swivel wheels at one end.

Write Dept. B

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

Many Dependable Buys
are to be found
in this Section

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING
EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE
BUSINESS

RATES:

UNDISPLAYED

\$1.80 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.
DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.
POSITION WANTED & Individual Selling Opportunity wanted undisplayed advertising rate is one-half of above rate, payable in advance.
BOX NUMBERS—Count as 1 line.

DISPLAYED INDIVIDUAL SPACES with border rules for prominent display of advertisements. The advertising rate is \$11.75 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.

AN ADVERTISING INC is measured 1/4" vertically on a column—4 columns—48 inches to a page. NEW ADVERTISEMENTS: Address N. Y. Office, 330 W. 42nd St., N. Y. 36, N. Y., for September Issue closing August 13th.

WANTED TO BUY

A Successful Business

Making a distinctive product or line sold to manufacturers as components of durable consumer products. Annual sales, actual or potential, \$1-\$4 million. Continuation of experienced staff essential.
Our client is a nationally known Eastern manufacturer whose years of experience in this field would be beneficial to a new product or line.
We are management engineers compensated by our client. Brokers protected. Replies held in confidence. Please write, or telephone LEKington 2-3616, referring to advertisement No. 60.

WELLING & WOODARD, INC.

52 VANDERBILT AVE., NEW YORK 17, N. Y.

CONSULTANTS IN PLANNED DIVERSIFICATION

WANTED NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market.
Basis outright sale or royalty.

BO-1859 ELECTRICAL MERCHANDISING 330 W. 42 St., New York 36, N. Y.

Attention Dealers

REPAIR SERVICE FOR ELECTRIC RANGE OVEN CONTROLS

Hart • Robertshaw
Wilcolator

Send old controls to us
for prompt repair or estimate

F. N. CUTHBERT, INC.
2909 Detroit Ave. Toledo 10, Ohio

Burt Sloane
manufacturers' agent

57 Somerset dr.
great neck, N.Y.

Territory covered—Metropolitan New York

SALESMEN CALLING ON ELECTRIC APPLIANCE DEALERS LIBERAL COMMISSION!

Steady extra income potential
NO COMPETITION!
Fully protected nationwide territories available.
Sell as a sideline a fully tested and accepted line of unique buying and selling aids for electric appliance dealers. Box 1189, 217-7 Ave. N. Y.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITIES OFFERED

EXPERIENCED SALESMAN wanted to represent a live, aggressive manufacturer on a complete line of Fluorescent and Slimline lighting fixtures. Most territories open, write complete details to Royaline Preferred Lighting Corp., 862 Newark Ave., Jersey City, N. J.

MANUFACTURER'S REPRESENTATIVES covering the heating trade in New England can give you results on Sellable lines through distributors and direct to the trade. Northeast Utilities Equipment Corporation, 77 South St., Stamford, Conn.

SELLING OPPORTUNITY WANTED

SUCCESSFUL WHOLESALE appliance salesman for 15 years. Non Factory agent. Need another good line for Washington State. Box SA-3435, Electrical Merchandising.

SPECIAL SERVICES

Sales Letters—6 psychological masterpieces that will get results, as Blue Chip firms rated AAA-1 will testify: \$250. Robt. E. Jackson, 6309 N. Albany Ave., Chicago 45, Ill.

BUSINESS PERSONNEL SELLING
EQUIPMENT FINANCIAL

OPPORTUNITIES

May Be Sought From, or Offered To, the Readers
of This Publication Through Its Classified Section
The Searchlight Section



he's working
for you

THIS FELLOW IS TRAINED IN YOUR BUSINESS. His main duty is to travel the country — and world — penetrating the plants, laboratories and management councils . . . reporting back to you every significant innovation in technology, selling tactics, management strategy. He functions as your all-seeing, all-hearing, all-reporting business communications system.

THE MAN WE MEAN IS A COMPOSITE OF THE editorial staff of this magazine. For, obviously, no one individual could ever accomplish such a vast business news job. It's the result of many qualified men of diversified and specialized talents.

AND, THERE'S ANOTHER SIDE TO THIS "COMPOSITE MAN," another complete news service which complements the editorial section of this magazine — the advertising pages. It's been said that in a business publication the editorial pages tell "how they do it" — "they" being all the industry's front line of innovators and improvers — and the advertising pages tell "with what." Each issue unfolds an industrial exposition before you — giving a ready panorama of up-to-date tools, materials, equipment.

SUCH A "MAN" IS ON YOUR PAYROLL. Be sure to "listen" regularly and carefully to the practical business information he gathers.



McGraw-Hill PUBLICATIONS

AUGUST, 1954

PAGE 167

A Break for Dealers

ONE of the less savory aspects of the discounting racket is the active participation of many of the country's largest commercial institutions in operating "buying clubs" where their employees can buy appliances, and many other household needs at a fraction above dealers' cost. In his illuminating article, "I Failed as a Discounter," which we published in June, Carl Hagstrom of San Francisco revealed that these buying clubs of commercial and industrial concerns, labor unions, civil service employee associations and utility companies, represented the biggest problem to him in his relationship with his prospects.

Companies who pride themselves on their business ethics—banks, steamship lines, railroads, insurance companies, airlines, telephone companies and oil concerns—to name a few representative examples, see nothing wrong in operating what amounts to a straight discount house on their own premises. These buying clubs are called employee "morale-builders" and the mere fact that they take bread and butter out of the mouths of independent appliance dealers appears to cause little concern to the companies operating them. One wonders what their reaction would be if it were suggested that airline tickets, or insurance premiums might be bought at a discount. One might even be tempted to inquire what a utility company's reaction would be if it were suggested that the electric service they provide be made available at 20 percent or so off list. Certainly, the suggestion should not appear too far-fetched; most utilities make current-consuming devices available to their employees at substantial discounts.

ALL of which brings us to the point of this piece. One non-merchandising utility company, Arizona Public Service Co., came to the conclusion that practicing trade-diversion through wholesale buying of appliances to resell to their own employees at a discount could scarcely be described as playing ball with the independent dealers. Unlike many other companies, which profess to be shocked at discounting and trade-diversion while calmly practicing it themselves, the Arizona utility company men sat down and did some serious thinking about the matter. And, as usual when men of good will decide to do something about a situation, instead of merely deploring it, they came up with a solution. The details

of the plan are painstakingly outlined in the lead article in this issue. We submit that it should be required reading for utility executives throughout the nation.

At the time of this writing, "The Arizona Plan" had been in effect only five months. But during that time, some 350 cooperating dealers sold \$130,030 worth of major appliances to the utility's 2,100 employees. During the prior 12-month period, before the plan went into effect, those same employees bought nothing from dealers, but did buy \$81,770 worth of major appliances at wholesale cost through the sales department of the utility. And for those utility executives interested primarily in the revenue aspects of the plan it might be pointed out that estimated annual revenue from employee purchases during the 12-month period prior to the plan amounted to \$7,566; in the 5-month period of the plan revenue amounted to \$13,390.

IN brief, the program calls for cooperating dealers offering qualified utility employees 10 percent off list in exchange for "word of mouth advertising." The employee's appliance is bought from the dealer by the utility, which pays the dealer in full on delivery. On reselling the appliance to the employee, the utility contributes another 10 percent for "word of mouth advertising." Provision is also made to put this "word of mouth advertising" into actual practice, rather than hopeful theory. Employees receiving the 20 percent credit from dealer and utility also received five prospect cards to fill out with the names of friends or neighbors. These are turned over to dealers. No trade-ins are accepted by dealers under the plan, in recognition of their 10 percent credit towards the purchase price. Further details are all supplied in the article, but that's the gist of it. It's the first time, to our knowledge, that a utility has made a definite effort to channel its employees appliance purchases through local dealers.

As such, it is a happy augury of better times for independent dealers—especially if the plan is put into effect in other areas of the country. Our own industry can point with little pride at its record of by-passing the legitimate dealer wherever and whenever such opportune possibilities presented themselves. A little more thinking along "The Arizona Plan" lines is long overdue.

Lawrence Wray

EDITOR

Developing a boarding-house reach for the bread and butter

ETIQUETTE may frown on him, but the man with the boarding-house reach never leaves the table hungry. He always gets the biggest slice of bread and butter. Why not follow his example and get the biggest slice of *your* bread and butter—wringer-washers? Last year over 1,500,000 women bought wringer-washers. That's about half of all washers sold by you and other dealers.

To develop the longest boarding-house reach, display and demonstrate the wringer-washers equipped with Lovell wringers. Be sure you point to the name Lovell. Women have confidence in it. Then clinch the sale by using the seven persuasive Lovell sales points below. Lovell Mfg. Company, Erie, Pa. Also makers of the Lovell gas and electric drying systems.

Remind every customer that she can get her wash done quickest with a wringer washer and automatic dryer—and that the combination costs less than she thinks.



1. LOW COST!
Customers like the smaller price tag on washers equipped with Lovell wringers. And the fact that they also save on soap, hot water, electricity and repairs.

2. FAST!
No long washing, rinsing cycle to wait for. Quick push or pull swings the Lovell Instinctive wringer to the next operating position. No groping for a lock lever.

3. CLEAN AND GENTLE!
Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't jam zippers or break buttons.

4. DOES HEAVY LIFTING!
Conveyor action of a Lovell wringer does 90% of the heavy lifting. No more worries about washday backaches.

5. SAFE!
Lovell Instinctive wringers give AUTOMATIC SAFETY! A gentle pull on clothes or a push on the frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops rolls instantly on Lovell's famous "77".

6. CONVENIENT!
With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.

7. BUILT TO WORK BETTER, LAST LONGER!
"GUARDED TOP" DESIGN gives added protection.
POWER ELECTRIC ROLLS, 3 rubber layers give right cleansing pressure.
HARDWOOD BEARINGS never need oiling, won't stain wash.
SINGLE LEAF SPRING gives balanced pressure.
ALL-STEEL H-TYPE FRAME prevents twisting or breaking.

TRADE-INS... Assets or Liabilities? IT'S UP TO YOU!

"Here's the Kind
of Stuff More
Paying Sales
Are Made Of!"

KELVINATOR'S "VERIFIED VALUE" PROGRAM



- ① **Moves Your Used Appliance Inventory!**
- ② **Protects You Against Trade-in Losses!**

Survey Proves "Verified Value" the Common Sense Answer
For Successful Trade-in Selling!

THE June 14th issue of *NARDA News* pointedly states "The Trade-In Problem Assumes Giant Proportions" and that the enormity of the problem is indicated... among other things... by the fact that refrigerator, washer, range and television trade-in percentages of total sales in 1953 were 68%, 65%, 60% and 27% respectively. The article ends with a warning note that something's got to be done!

The purpose of this Kelvinator advertisement is to remind appliance dealers that something HAS been done... something important, constructive, and helpful:

Almost ten years ago, foreseeing rapid expansion of replacement selling, Kelvinator set the foundation stones of its "VERIFIED VALUE" program—today the most thoroughly tested, proved and reliable plan for conducting appliance trade-in business. This program is complete. It covers everything—from the planning, equipping and

operating of a low-cost reconditioning shop to appraising, book-keeping, reconditioning and selling the used product.

Does it pay? Some of the nation's largest and most successful retailers have demonstrated over many months that Kelvinator's "VERIFIED VALUE" plan can be relied upon to produce *break-even—or better—returns on their trade-in allowances*. Equally important, a survey of these dealers revealed that their "used" inventory averaged 66% less than that of other dealers!

Here is a tested program that can mean the difference between red and black in your appliance business. It is the kind of stuff more paying appliance sales are made of. It is another example of Kelvinator's retail-minded concern about the dealer's problems. It is another reason why the Kelvinator franchise has high value for the appliance retailer who holds it.

Kelvinator

Division of American Motors Corporation, Detroit 32, Michigan

**THE MOST VALUABLE FRANCHISE
IN THE APPLIANCE INDUSTRY**

ELECTRIC REFRIGERATORS • ELECTRIC RANGES • HOME FREEZERS • WATER HEATERS • KITCHEN CABINETS AND SINKS • WASHERS • DRYERS
IRONERS • GARBAGE DISPOSERS • WATER COOLERS • ROOM AIR CONDITIONERS • DEHUMIDIFIERS • COMMERCIAL REFRIGERATION